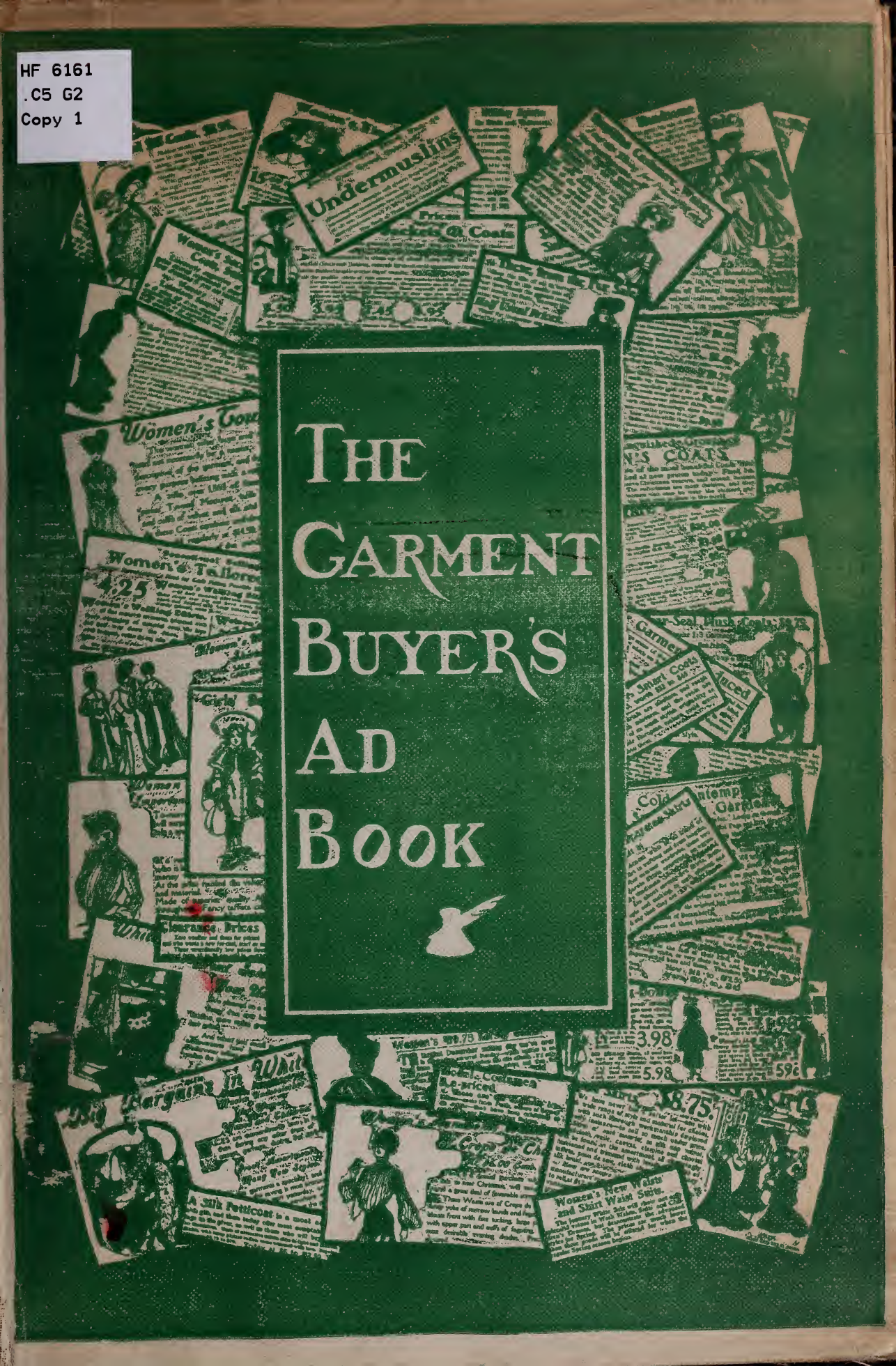
HF 6161
.C5 G2
Copy 1

THE GARMENT BUYER'S AD BOOK



C. F. & CO.

Class HF6161
Book .C5G2
Copyright No.
COPYRIGHT DEPOSIT.

Worth

D

Misses Children's Cloaks and Suits,

AND MAKE IT WELL.

Our Strong Specialty Is

Misses' and Junior Suits.

No better advertisement for any garment department could be had than a liberal supply of our productions.

C. F. BATES & CO.,

Broadway and 11th St., New York.

The Best Advertisements

ON

POPULAR-PRICED
READY-TO-WEAR
GARMENTS

are those backed by solid values—such as may be found in the

Tefft-Weller Company's

comprehensive assortment of

SUITS, JACKETS,
SKIRTS, WAISTS,
WRAPPERS, FURS,
PETTICOATS

AND

Montauk Muslin Underwear

LINES ALWAYS COMPLETE
AND READY FOR DELIVERY

TEFFT-WELLER COMPANY

320-326 BROADWAY

GARMENT
DEPARTMENT

NEW YORK

Frank D. Thompson. **J. C. O'Neil.**

Formerly with H. B. Claflin Co.

Thompson & O'Neil,

Manufacturers' Selling Agents for . . . . .

Everything in Garments for Women, Misses and Children.

WE represent the cream of this market's garment production. Our unusual bargains bring big business to our customers. A garment "ad." with our numbers in it is always effective.

Write us for special values for special sales.

NOT A NUMBER IN OUR LINE BUT HOLDS ITS PLACE BECAUSE OF PARTICULAR EXCELLENCE. BUYERS SAVE TIME, MONEY AND TROUBLE BY TAKING ADVANTAGE OF THE BENEFITS WE OFFER. . . . . .

Thompson & O'Neil,

11 West 20th Street, Bet. Fifth and Sixth Aves., **New York.**

THE GARMENT BUYER'S AD. BOOK

BEING A WORK OF SUGGESTION AND INSPIRATION FOR BUYERS AND ADVERTISERS OF WOMEN'S, MISSES' AND CHILDREN'S READY-TO-WEAR GARMENTS

CONTAINING

NEARLY 1,000 SAMPLE ANNOUNCEMENTS, COVERING ALL CLASSES OF THE READY-TO-WEAR AND APPLICABLE TO ALL SEASONS, SECTIONS AND OCCASIONS

COPYRIGHT 1904
BY J. C. SHENCK.

PUBLISHED BY THE
GARMENT BUYER AND MANUFACTURER
200 GREENE STREET, NEW YORK
1904

The cloak buyers of most dry goods houses strive to obtain the good will of their customers. To do this it is essential that the garments they handle be made of HONEST FABRICS.

LIBRARY of CONGRESS
Two Copies Received
MAY 27 1904
Copyright Entry
May 27-1904
CLASS O a XXc. No.
87925
COPY B

HF6161
.C5G2

Mohegan Coverts
Century Cloth
Garfield Rain Cloth

are used by most all the cloak manufacturers, and make fashionable Jackets, Suits and Raincoats.

ARTHUR BEREL

66-72 Leonard Street - New York

Accounts with OELBERMANN, DOMMERICH & CO.

Table of Contents.

PAGE

The How and When of Advertising, - - - - - - 9

Openings, Special Sales, Etc., - - - - - - - 15

Concerning Suits, Etc., - - - - - - - - - 41

Coats, Jackets and Capes, - - - - - - - - 59

Dresses, Costumes, Etc., - - - - - - - - 72

Dress and Walking Skirts, - - - - - - - - 83

Fur Sale Announcements, - - - - - - - - 89

Silk and Washable Waists, - - - - - - - - 95

Tea Gowns, Wrappers and Dressing Sacques - - - - 115

Muslin Underwear, - - - - - - - - - - 125

Misses' and Children's Garments, - - - - - - 135

Petticoats, - - - - - - - - - - - 145

Infants' and Children's Wear, - - - - - - - 153

A Thorough Stockkeeping System, - - - - - - 159

"THE SIGN OF DESIGN"

MASTERS of the art of designing, even to the smallest detail, we begin at the beginning always. ¶ We free the garment from competition. ¶ Originality is a profit-protector. ¶ No stronger appeal can be made to women than the words *exclusive design* used in your advertising, but you must have the goods to back the claim.

JULIUS STEIN & CO.

Fifth Avenue and Twenty-first St.

NEW YORK

Index to Advertisers.

	PAGE
Adler & Ast,	104
Altman, M. & Co.,	136
Bates, C. F. & Co.,	Inside Front Cover
Beller, A. & Co.,	10
Berel, A.,	4
Borgenicht & Sharff,	154
Claflin, The H. B. Co.,	126
Conhaim & Co.,	44
Defender Mfg. Co.,	126
Deutsch & Co.,	18
Dryfoos' Son, J.,	150
Eagle Fashion Co.,	16
Flaherty, J. B.,	120
Floersheimer, Roman & Hahn,	94
Frankenthal Bros. Co.,	100
Goldberg, M. & Sons,	40
Greenwald Bros.,	116, 146
Holtz Economy Service Corporation,	8
Kean & Schwed,	30
Kitzinger & Zelenko,	134
Lurie, Gus. & Co.,	140
Neuburger, Max & Co.,	90
Phillips, S. & Co.,	142
Rosenheim's Son, E.,	152
Rothschild & Mitteldorf,	60
Sachs & Vogel,	Back Cover
Siegel Bros.,	128
Star Skirt Co.,	82
Stein, Julius & Co.,	6
Stern & Adler,	22
Syndicate Cloak and Suit Co.,	12
Tefft-Weller Co.,	1
Thompson & O'Neil,	2
Union Special Sewing Machine Co.,	148
Whitehead & Asiel,	156

Are You Wise to the "Trading-Stamp" Game?

Monday, a leading merchant of Western Pennsylvania called on us and after a half-hour's conversation said:

"Well, I have learned something about trading stamps and trading-stamp companies that I never knew before. The information and suggestions you have given me will save us thousands of dollars."

The same information is ready for any merchant who calls or writes.

If you are giving trading stamps issued by a trading-stamp company, write and ask how we can save you money.

If you are not giving "company" trading stamps, but have competitors who do, write and we will show you how to go them one better.

There's a lot of meat in the trading-stamp proposition, but you never get it when you buy stamps from a trading-stamp company and let them do the redeeming.

We can show you how to keep whatever advantages there are in giving the cash customer a little discount and save for yourself all the profit that ordinarily goes to a trading-stamp company.

If you are paying more than one dollar and fifty cents per thousand for company trading stamps you are throwing money away.

We have no premiums, we own no stores.

Tell us your trading-stamp troubles and let us help you solve them.

Because trading stamps are not being given in your town is no assurance that they won't be.

Consult us and be prepared.

We are opening the eyes and clearing up the situation for hundreds of clever merchants. They started by writing to us, and that is all we ask you to do.

One of our merchants increased his business last month 32 per cent. over last year. He claims our plan did it. We hardly admit this, but if it was responsible for half the gain, the proposition was a good and profitable one for him.

ASK US TO POST YOU

THE HOLTZ ECONOMY SERVICE CORPORATION, 192½-200 Greene St., NEW YORK

The How and When of Advertising.

THERE'S no section of a dry goods store where a judicious striving after publicity is more essential than in the garment department. There's none either that offers better opportunities for the exercise of the talent of the publicity promoter than does the exploitation of the ready-made. The story of the stock fitly told going into the homes of the wearers through the medium of the newspapers touches everywhere responsive chords—or chords which should be so. The subjects are always new—styles are changing constantly—and every woman is a present or prospective buyer.

Beyond controversy the fact has been established that a strong story truthfully told captures customers where a bold and unadorned quotation of prices fails to arouse interest.

That is the reason that modern methods of advertising seem to be partaking more and more of an entertaining style. This is essentially true of announcements appertaining to feminine wear. While men—as a rule—are too busy to devote more than a passing glance to the advertisements, women read them through from end to end and then go over them again, for fear they've missed something. Merchandise which receives the best introduction stands the best chance of fulfilling its ultimate destiny by entering into the service of the consumer. That's why ad.-writers who possess the happy faculty of saying the right things in the right way are in such demand. And the demand is always greater than the supply. Concerning the productions of these ad.-writers, we hazard the assertion—and defy its refutation—that there's more tense, vigorous Anglo-Saxon to the linear inch in the garment announcements than appears in 90 per cent. of the so-called literary productions of the day.

There's a variety of views entertained by different people concerning advertising. Some there be who say that when business is dull advertising won't help it. These are they who declare that the only time to plunge on printer's ink is when people who have money are ready to purchase. Others say that when trade is dull is the time to make the biggest bids for business, as when trade is lively they don't need to. This class entertains the idea that there is always money ready to be spent—all that's needed is to coax it out of reluctant pockets. We ourselves are rather inclined to favor both opinions. When trade is good—advertise to keep it good. When trade is bad the advertiser gets what money is going while the more conservative "gets left."

A famous American minister once remarked that he read books not so

Cloaks

A. Beller & Co.

122-124 Fifth Avenue

17th and 18th Streets

New York

Suits

much for information as for suggestion. When an ad.-writer is groping about in his mind for an idea upon which to base his announcement a glance at what another has evolved under similar circumstances affords just the cue to help him out of his dilemma. The examples which we give in this volume are calculated to save their users much valuable time, and not a little effort. They are practical, sensible and efficacious. Through their judicious use the troubles of ad. preparation may be largely eliminated and a beneficial impetus given to the business of the garment section.

In the preparation of garment ads. due cognizance should be taken of the exigencies of the seasons as they come and go. Ads. good for one month are manifestly not so for another wherein the conditions are widely dissimilar. A few hints as to the needs of the varying seasons from the ad.-writer's point of view might not be out of place here.

The advertising for the Garment Department for January and February should be principally of two kinds. First, the closing out of remaining Winter stock; and second, the early exploitation of Spring lines. Concerning the first, price-reductions must, of course, be the keynote. People who buy Winter garments in January naturally expect sharp reductions—and should get them.

Money in bank can be used to much better advantage than when tied up in garments. Styles change and moths do corrupt. Any reasonable price seems better than to carry over garments, and only price concessions at this time can move stragglers.

For the month of March the efforts of the "ad." writer should be devoted to stimulating a healthy and wholesome curiosity in the new garments. The day of mere price concession is done. Anything in the way of description or commendation that will bring the reader into the department is in keeping with the end and aim of advertising. Price quotations should be less conspicuous than usual and the merits of the garments receive the lion's share of comment. In speaking of these the keynotes should be beauty, style, exclusiveness and the advantage of first choice from unbroken assortments.

For April Easter usually dominates the situation and affords the ad.-man a splendid theme for the exercise of his genius.

This month's trade has always suffered and always will suffer from the caprices of the weather and its constant battle between business and Jupiter Pluvius. No month of the year taxes the ingenuity of the advertiser of garments quite so strenuously, and in none is the demand to "come out strong" so pronounced.

With the advent of May and the weather becoming more and more propitious the enterprising ad.-smith finds ampler scope for the exercise of his peculiar and particular powers. Lexicons are now ransacked for unusual adjectives with which to describe new creations. Even as the finished garment represents the crowned excellence of the fabric, so the ad. relating to garments must and should embody the highest achievement in the advertiser's art.

PRIESTLEY

RAINCOATS

REG° TRADE-MARK "Cravenette" PROOFED —BY— CRAVENETTE Co LTD

The Largest and Best Line in the Market.

AT THE

Syndicate Cloak and Suit Co.,

43-45 East 12th St., New York.

The month has always been regarded as one of the best for Spring business—and its reputation must be sustained. To this end the advertising man must lend his best energies. If, as many believe, advertising pays best when people want the goods, have the money, and are looking for bargains—now is the time to plunge.

The month of June is—or should be—the banner month of the season on the sales of the ready-made. Much of the trade lost so far by the tendency of Winter to linger in the lap of Spring should be regained. Purchases for outings should add materially to the business, and hot-weather garments should go with a rush. Hence it is that there should be no undue tendency to "unload."

It doesn't do to start the price-cutting too early in the month. Wait until trade lags. Manufacturers are ready to make sacrifices. Take advantage of them. Put a considerable amount of your savings in purchases into printer's ink. You can never afford it better.

July is the time for unloading all remaining stocks of Spring and Summer goods. Now's the time for the knife. Such are the number and frequency of changes in styles that held-over goods are not desirable things to have around. Of course, price-cutting is only advisable when it is necessary. If trade keeps up and stocks keep down it is not only inadvisable, but foolish. Purchases made at reduced prices may be advantageously pushed this month through price concessions. On such goods price-cutting becomes regular, legitimate, necessary and very efficacious.

During the month of August many buyers are, probably, absent in the market. While the head of the department is away the energies of the force remaining are, of course, concentrated upon clearing out all odds and ends of the hot-weather stocks. Now is the time for slaughter, and price becomes the keynote of the advertising announcements. Managers who do not come to market until later will wisely use the intervening time in clearing the decks for future action. Such are the changes inevitable in the garment-making trade that it rarely, if ever, pays to hold anything over. The first loss is always the least, and every dollar now received from otherwise dead stock will double during the Fall business.

The month of September witnesses the incoming of the new stocks. From now on the announcements should have a distinctly "new goods" flavor. The dominant idea is "Behold! old things have passed away and all things become new." Price reductions should cut no considerable figure in present ads. Novelty, beauty, utility and up-to-dateness should be the master chords, and on them may be rung an infinite number of agreeable and effective changes.

There's an old adage to the effect that it is the part of wisdom to "strike while the iron is hot." October should start the ready-made business off in good shape. The crisp cool air gives unmistakable evidence that Fall is here. With the consequent drop in temperature comes a corresponding rise in

demand. Announcements take on a strong Autumn coloring and are mainly concerned with the Fall opening.

With the coming of November and the propitious weather which usually accompanies it the trade booms. Now is the time to get out of your merchandise "all there is in it." This should be the best month of the whole year for garment departments, and to achieve that end the advertising should be vigorous and voluminous.

December should wind up the season with a burst of glory. Cold snaps will invigorate trade and increase business. The Garment Department is too big an institution to take a back seat for any other—even on holiday goods.

There are no better things for holiday presents than the sensible, beautiful and suitable articles of the ready-made. This is a fact that managers should emphasize in the December announcements.

Proof positive of the attention-attracting power of printer's ink judiciously distributed is afforded by the trade announcements of leading metropolitan manufacturers displayed in this work. Not only may they be advantageously viewed as examples of artistic typographical arrangement, but the stories told therein may be profitably studied as a means of making beneficial business connections. Our space devoted for this purpose being necessarily limited, we have endeavored to use a wise discrimination in the selection of houses of high standing and special merit in their respective lines.

Openings, Special Sales, Etc.

The Mandates of Fashion.

This store, with its branches in all the market centers of the Old World, the use of the cable under the deep, and the Ocean Greyhounds, brings Paris and all Europe to your very door. The world's newest and best for a street car fare, in place of a year's time and a very long purse. But it's more, for here you get a blending of all that fashion dictates in the European capitals with all that's best of American thought of dress. And so Dame Fashion shares interest with everything throughout the whole store. But it's a power, the largest part of which is almost latent, as far as advertising is concerned, a reserve force which acts directly on your presence. Thus you find a magnetism from worth, interest and fashion instruction which touches you on every visit, of which we can but hint in our news columns. As for the economical side, a Monday never laid bare a greater array of opportunities for the cheap buying of merchandise. The prices will be found almost relentless in their subjugation of competition.

What Does This Store Mean to You?

Many things more than mere merchandise selling, we hope. First of all it should be your friend—you should feel that you can come here with your undeveloped plans, whether for home furnishing and beautifying or for personal dress, and find instant, sympathetic response and helpful, expert suggestions. In some sense it should be a mentor—bringing from Paris, from London, from the fashion marts abroad and at home, the newest and best for your assurance of what is right in style as well as for purchase. You should feel it to be your store—yours as much as ours—a place of recreation, of rest, of refreshment, to command at your will; an ever-changing fashion garden, to which you have a continuous invitation and in which you may ramble and pluck or not, at pleasure. These things it should be to you, and more, if constant striving for store betterment produces its wonted results.

Ideal Shopping Here.

Buying here has grown into such great favor by a vast patronage that we are continually adding to our facilities for the better convenience of the public. Shopping at our great establishment is and can be done with so much ease and comfort that we propose to have everybody come and participate in the many great offers this business affords. Wide-awake buying in the best markets enable us to procure the most advanced styles, and purchasing for cash only adds to our advantage in selling.

Halt Right Where You Are!

You're going to lose money. When you do advertise, make your advertising conspicuous; to make it so, use our up to-date cut service.

New, catchy, illustrated ideas with reading matter supplied weekly. Write for samples, terms and a contract blank. We make only one contract in your line and town, so you have no time to lose. Don't wait too long, as your competitor may be the one who will receive the service.

EAGLE FASHION CO., 197 Grand St., New York, N. Y.

The border below is one of the cuts shown in catalogue, and can be had in the same size at **$1.50**, or in 4 columns (½ page) at **$4.00**, and for full page the price is **$8.00**.

ILLUSTRATORS ENGRAVERS AND ELECTROTYPERS

Ready for Distribution!

Our cut catalogue number one, showing 16 full pages of high-class cuts at low prices. Shall we mail you one? If so, drop us a postal.

Do you need a name plate for your newspaper advertising, or a design for your letterheads? If so, write us.

No one illustration sold to two concerns in the one town.

If you need a special heading for any particular sale that you intend to hold, or for any advertising purpose, write us. We have a skilled art force for such work as this, and estimates are given free of charge.

ADVERTISING CUTS

EAGLE FASHION CO., 197 Grand Street, New York, N. Y.

'Tis Surprising

The prices we mention here for new merchandise. Every article is just as represented. Why not buy the new here? You pay more elsewhere for the old.

So Far As We Know,

This is the broadest guarantee given to customers by any house in the world. We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If in a day, a week, or a month later you find the same thing lower elsewhere make a claim upon us and it will be allowed at once.

The Cloak Store—We Want You to Call On Us.

Gradually this beautiful section of our store assumes its grand proportions for the Spring Season. Our Cloak people have worked hard to make this a showing that would stand out conspicuously as a demonstration of this store's shopping advantages in point of thoroughly reliable garments, snappy, up-to-date styles at fair prices.

Spring Buying Broadens.

As the days lengthen, activity increases. The replenishing season is here and for months has this store been preparing for it. Every department offers its best and newest merchandise, just the sort of merchandise that you are looking for. Prices and quality exactly fit. Wish we had space to exploit every worthy lot of new Spring goods, but we are narrowed down to emphasizing only a few of them. Just hints from a store full, but every hint appeals to your prudence and economy. Read carefully this Bargain List. It pays.

To-Day, Bargain Friday.

The greatest values will be found here to-day—they are here on every recurring Bargain Friday. The fact is so well and so widely known, we firmly believe that without a line of advertising in the papers, the store would be crowded anyway with people who have been here before and know just what to expect.

But there are many to whom the great advantages of the Big Store's Bargain Friday Sale are yet unknown, and for their information particularly we publish weekly the list of Special Values prepared for the day. We consider to-day's array of bargains very exceptional. You will, too, if you come and see the goods.

Special Suit, Wrap and Fur Prices.

Every good point is present and accounted for. Rich garments, and plenty of them; obedience to every law of color, trimming, cut, length and fabric; attractive prices the rule and not the exception.

The Home of Best Values

IN POPULAR-PRICED **Suits, Skirts, Jackets and Capes**

You may find in our Sample Room what you can't find elsewhere

E. DEUTSCH & CO.

684 Broadway, New York

The Gateway to the World's Merchandise.

There are times when facts must be written, even if they read like egotism, because they are news. We speak of this store's march of progress as phenomenal because it is a fact of interest to this city of enlargements and great improvements nearing completion, because they are of value to every citizen and a monument to merchandizing skill—of new conveniences and methods, because they mean easier and pleasanter shopping—of innovations that the earth may be more easily girdled that you may want for nothing—of economies multiplied that hardly a luxury is outside your grasp. Then the innovations—the advancements—are not ostentation, they are of greatest utility—they are to serve the best, they supply your needs just so much better. It is an increase of the utility of the bargain-making power (in the true sense) of a great business and the quicker touch with fashion's centers that produce merchandizing events that are very unusual and really abnormal. And never was the utilitarianism of matchless prices so closely linked to the utilitarianism of faultless fashion.

Furs Outdoing Great Expectations—Formal Opening of the Enlarged Department — When Completed Will Be Handsomest in This Country.

Every wearer of furs has an interest in this movement, for it marks an event and emphasizes appreciation for the best. A growth made possible by your belief in our merchandise. You will find the new fur store the most complete and convenient in this country, filled with a collection of furs embracing all the popular things of the day. Fix some prices in your mind and then inspect what we exhibit and compare with the world.

All our furs bear our guarantee. In addition, the special order and remodeling section of this fur store is ready to execute all orders at the lowest prices consistent with dependable furs. Skins are here for your selection, estimates cheerfully given. If you have furs to be remodeled we advise having it done now.

Midsummer Clearance Sales Now in Full Swing—Multitudes of Extra Special Bargains.

Exceptionally brilliant shopping opportunities all over the store. It's the harvest time for the energetic shopping public seeking rare treasures in choice bargains. Summer merchandise is going rapidly. Prices are at lowest ebb. Extraordinary bargains are abundant. Every floor, every department, offers hosts of tempting attractions in wantable merchandise. Wise shoppers look forward. Many people are buying for next Summer, although there's plenty of Summer weather ahead for you. We're so busy planning Fall events that we're pushing Summer merchandise your way as fast as the always-present crowds can snap up the good things. Only a hint in the papers to-day. Nothing but a visit to the store can impress you with the important nature and scope of these big Summer clearances.

Great Showing of Ready-to-Wear.

No retail establishment has attempted before to gather a collection of ladies' ready-to-wear garments so magnificently complete and extensive as the showing we make this season. We have outdone all our previous efforts, and invite you now to a stock that in style and excellence of workmanship is unsurpassed, and in price lowness unapproached.

Ladies' Fall and Winter Wear.

An aggressive attention-compelling occasion bound to excite tremendous interest among careful shoppers, and certain to attract vast throngs to our Suit and Cloak department Monday. Every garment a surpassing bargain—every price a revelation. A powerful exposition of fashions, presenting attractively to your supreme satisfaction the three masterful essentials of clothing perfection—excellence in quality, thoroughness in workmanship and correctness in style.

Smart Autumn Suits, Coats and Skirts.

Never were women's tailor-made garments so captivating as the showing for early Autumn. We've a gorgeous display of the most charming suits, stunning coats and gracefully draped skirts, triumphs of tailors' art and skill, all at prices totally out of keeping with the garments. In just such garments lies the secret of the success of our widely popular suit section. No garment offered that Dame Fashion has not stamped with approval.

One Ideal Principle of Storekeeping.

There's hardly a day goes by that we do not have an opportunity to buy questionable merchandise at very advantageous prices, and manufacturers are often incensed because we reject their merchandise because it is not up to our standard of quality.

Since the very inception of this house there has been a barrier raised against trashy merchandise, and time will never change this one ideal principle of storekeeping.

Many manufacturers whose output runs well into the millions each year often think we're too rigid in the lines we have drawn. They are under the impression that if they are successful in selling other houses they ought to sell us.

We've a reputation at stake and we cannot and will not pull down the substructure upon which this store has been built and prospered for over a half century, just for the sake of admitting a grade of merchandise that would not warrant our lasting guarantee.

We want to merit your patronage at all times solely because of the recognized superiority of our merchandise, and experience has taught us that discriminating buyers are not tempted by price competition where "quality" is lacking.

January Sale Women's Tailor-Made Suits and Coats.

An annual value-giving epoch that stands alone in the mercantile world as the most auspicious occasion of its kind—a sale wherein reputable manufacturers depend upon us to keep idle hands busy, and are willing to make sacrifices accordingly. Unseasonable weather has made this a hard season for the wholesale world, and the buying advantage for us and you, too, is correspondingly greater than ever before. This is the one great sale of the year where high-class, faultlessly fashioned suits and coats are priced at less than cost—less in many instances than the cost of the material.

Lively Sale of Misses' Garments at Prices of Unusual Interest.

Saturday is very naturally, and rightly, a day devoted to the special selling of garments for misses. We make a special effort to provide unusual values—such as the ones which follow. A good many of the styles are entirely new, for spring wear. Some others are a clean-up of winter garb, though the styles will not be out of place through the year ahead—and the prices are but fragments of their former selves.

Daily the Sale Makes History.

Record-making—record-shattering—that's been the story since the great movement began. Principles were right, fundamentally—we planned broadly, intelligently; bought liberally—with an object. Planned for a purpose. We began by shading profits as few stores would dare to do. The recognition was instant. That meant throngs. At no time during this remarkable occasion have values so visible—opportunities so evident—been presented as are here featured for Wednesday.

Bold Anniversary Values.

More of the season's most astounding offerings will be ready to-morrow morning. We have planned scores of new surprises for every day of the Anniversary Sale. There will not be a dull minute. Even the remotest corner of this great building MUST be busy. To-morrow will be a day that you can't afford to miss. This announcement doesn't begin to tell of ALL the money-saving opportunities. Those mentioned below only point the way to hundreds of others just as good.

Garments for Women and Misses.

These money-saving offerings are astonishing even the most experienced shoppers.

Anniversary means the biggest money savings of the year to garment buyers. That's why our vastly enlarged garment store on the second floor has been taxed to its utmost these two days to accommodate the eager throngs. Never such business before—but never such values—that explains it.

STERN & ADLER.

Cloaks and Suits

Originators and Leaders in

Walking Suits and Skirts

110-112 FIFTH AVENUE,

N. W. Corner 16th Street. NEW YORK.

Price Reductions in Stylish Garments.

Most of the savings are greater than half. You can't afford to miss such opportunities.

No wonder these are the busiest January days that the cloak and suit store ever knew; we were never more determined to make a quick and sweeping clearance. Prices were never cut lower.

The Spring Tailored Suits for Women Have Made Their Debut with Us.

Simple elegance and unaffected grace are the attributes of beauty as the Grecians saw it. Probably no modern dress period is so marked by the Hellenic influence as that of eighteen hundred and thirty. The sloping shoulders, the graceful curves at the waist and the ample folds of the skirt all attest to that. The new spring gowns, of which we have the advance models, are identified by those features—a resurrection of the fittest. For the most part the suits are of walking length. The fabrics which enjoy the greatest favor are broadcloths, cheviots, worsteds and mixtures, and not a few checks and plaids. The prices are modest and varied—from

---

This Store Stands for Quality—That's Our First Consideration.

There are a great many who, in looking for low prices, lose sight of quality, but we guard your interest here—quality is the one thing this store stands for, and that's why it's a safe shopping place. You couldn't make a mistake, the policy of this house prevents it.

To-day we announce a great many Friday specials, and you'll find in every instance that we've not put the price down to the tempting point on goods that you or no one else would want at any price. Every item represents seasonable merchandise, and whether it's the expensive or the inexpensive sorts, the sterling worth is there just the same.

Friday Was Lucky for Us—Saturday Will Be for Women Who Secure These Dresses.

A hundred and one—to be exact—Tailor-Made Suits, in a wide variety of latest styles; just newly made up, of the most popular materials of the day—tweeds, men's wear mixtures, zibelines and cheviots, in a large assortment of colorings.

The jackets are in three-quarter-length blouse or coat styles; also in short coat or blouse styles. All are richly silk-lined; some are strictly tailored, others show pretty touches of trimming. The skirts are unlined, and in walking and full lengths.

The regular prices of these suits would be from $21 to $35. But to-day they are all priced at $12.98.

Monday and Tuesday Are Spring Opening Days for Women's Garments of Every Description.

This store makes its formal showing of all the new things to wear to-morrow and Tuesday. It is without any question the most elaborate exposition we have ever presented. We do not claim it is the greatest showing in the world. We do not pretend to have a "corner" on every style that is good and pretty. We acknowledge with all due consideration that there are other exhibits worth seeing.

But we do lay claim to your attention. We think the showing here is very beautiful; we have spared no pains or expense to make it so. Our fashion folks have chosen their stocks with discrimination and an intelligence that picture to us a knowledge of their art.

So far as exclusive things go—and every store has them—we do not believe you will care to look further, if you come here first; and if you come here last this will be your buying place.

When it comes to the pricing of things, we know that no store can excel us. Few there are who can approach us in fair treatment to you. We would rather sell more merchandise and get less for it than to care for "just a few" and make those few the target of extortion.

Bargain=Friday's Rousing Values.

Hardly necessary to tell you how great they are—they tell their own story forcefully. It's a story of most unusual money-savings. But we want to be emphatic about this: *There are scores of values that we cannot mention in this announcement.* For that matter, you *always* find more rare bargains here than we advertise.

An Eventful Saving in Women's Garments.

Certainly the bottom notch of low pricing is reached in to-morrow's great complement of garment values. Prices scarcely cover cost of bare materials, to say nothing of the making. It is only our determination to carry nothing over that will give you this unusual opportunity.

There'll Be Excitement Here To=Morrow.

This sale will be one of the trade sensations of the year, for never before was such value-giving in spring suits possible so early in the season. Here to-morrow you'll find regular $20 and $25 suits in twenty different styles and twenty different materials, including plain cloths and fancy mixtures in weights suitable for immediate wear—every suit man-tailored and every coat lined with satin or taffeta—not a suit in the lot that didn't cost more to tailor than our price to-morrow of $11.75.

And the beauty of it is that we've enough sizes in every style, so that you may be assured a perfect fit in any style you choose.

Though the quantity is very large we advise you for your own convenience to make your selection in the morning.

Well, It's Just As We Expected!

From the minute we announced the opening of our New Suit Store and every day since we've had crowds of visitors—some bought—some looked, it matters not, for what we want is a chance to show you. Don't come in, glance around and then go out, but ask to see the new suits. Let us try them on—then you can see what style is the most becoming. If we can't please you one day, why call again. New things coming all the time.

Let us make this suggestion emphatic: If you see a suit which becomes you, a pretty suit which pleases you—Buy It—for such suits will be hard to get later. Already the best makers require three to five weeks' time to fill orders.

Our Great Cloak Room.

Everybody looks for and expects to find the best selection, the latest novelties and the choicest Suits, Jackets, Skirts and Waists in this great department, and having such a large share of this trade we can show you a larger variety and quote lower prices than any other store. We have won the acknowledged distinction of having the Cloak Department of the town. Every day it is demonstrated that our supremacy is stronger than ever. There is an air of refinement—of elegance and superiority of our garments over others. There is nothing of that common "sameness" or that look of "ordinary" so prevalent in ready-made goods.

A Six=Day June Jubilee of Special Sales.

Many of the greatest bargain sales of the season are in this Six-Day Jubilee of Special Sales. And that means fresh merchandise of practically every conceivable description at prices of extraordinary lowness.

And all the bargains won't be gone after the first day or two. The sale has been planned serially. In other words, each day will reveal its own quota of matchless attractions.

It's good, big news for you and thousands of others, for it gives you an opportunity to obtain at astonishingly decreased prices the very things you need now and will require all summer long.

Truly a history-making event.

Rich Garments for Women.

The season for women's fashionable fall Outer Wear is now at its height, and our showing is now at its best. The most correct fashion thoughts find their truest expression in the elegant creations assembled here.

A walk through our great section devoted to women's Outer Garb would afford real pleasure and surprise, as the style showing is sufficiently important and grand to be classed as an opening display, but here is but an incident of our regular course of business.

'Twould be well for any intending purchaser of women's Outer Garb, be it for a modest-priced garment or the richest manufactured, to see our stock in its present grand completeness.

Garment Retailing.

This was a busy store last week. There was scarcely a quiet hour from 8.30 Monday morning until 5.30 Saturday evening.

There was stirring store news every day; large economies were offered for every hour. Part of the enthusiasm came because of merchandise offered by trade happenings of the week; but the larger business impetus came from the Special Sale of Ladies' Underwear.

Cause and Effect—The New Season Is Opening.

This Store, which has come to be the favorite and personal Store for so much the greatest part of the population, is filled with the new goods and with great values.

We spend little time in "pointing with pride" to the things we have done. Too much of that sort of thing fills the advertising pages; enough to afflict the public with nausea and evoke for the Stores that do it ridicule rather than respect.

In the last analysis the success of a Store is based on its service to the public, and that this store has achieved the greatest success is due to the fact that our public is best served here. Best Store service consists, as it should, in providing the best merchandise for the least money.

Display Days for Women's Beauty-Garments.

Our store is resplendent with the new, charming and exquisite things that our buyer selected from the choicest productions of the famous manufacturers in Paris.

The Blouses are of first importance; and what a superb gathering is here! Each one a gem of design, a marvel of creative skill—and yet there are scores of them shown and hidden away for those who want to possess exclusive daintiness and elegance.

The Peignoirs, Tea Gowns, Home-comfort garments, come next in breadth of interest, and the originality of designs displayed. The charming Grecian robe that Mme. Rejane made famous is reproduced here, with scores of others from the sheerest chiffon to a lined over-robe of black éolienne.

The Lingerie deserves a whole story to itself—and shall have it later. Enough to bid you welcome to a display that we are proud to present to women who love these beauty-things.

A Sweeping Saturday Sale.

Even during this colossal sale there can be one day that towers high above the others, because of the all-surpassing character of the advantages presented. This Saturday is to be that day. We have determined to make it so—and we never do things by halves. Not merely in the department advertised, but in every department. No matter what you require this Saturday is to be your day of greatest savings.

Childhood and Easter=Tide.

The nursery door bounds open and the tide of life flows out-of-doors. The little folks troop forth, the living epitome of a progressive era in which has been demonstrated the dressing of the child tastefully, yet inexpensively. We've done much to teach mothers this lesson of pleasing and practical economy. Children's needs, long neglected by department stores, are here one of the specialties on the same plane with those devoted to the wants of the adult.

The special Easter display of apparel for children starts to-morrow—and it's the most convincing proof of the claim made above. Here will be found dainty, elegant, practical dresses for the wee infant up to the big little girl, and clothing for the baby boy to the manly fellow in his teens. Here, too, is one of the most elaborate and extensive displays of children's millinery on this continent—and remember, in every hat and garment is echoed the word—*practical.*

An Invitation.

You and your friends are cordially invited to attend this opening display, which occurs to-morrow, Monday. It will be an artistic treat that will delight all lovers of the new and beautiful.

While the millinery and cloak departments will naturally be the centers of interest, all departments will be resplendent in the newest and brightest fashions for personal and home adornment—a gathering of high-class, dependable merchandise that marks a new epoch in this great store's history of successful retailing.

Cloak and Suit Department.

If we carried duplicate garments, costumes, etc., our department would not be so overfull as it now is, but watchful as we are that there shall be as many individual styles as there are different feminine tastes, it requires an immense variety; and novel ideas evolved appear on each garment received; also every garment made for us is strictly high grade in every respect—material, linings and workmanship.

Our Store

Presents an ever-changing review of the new things brought out at home and abroad. Day after day counters and display cases are changed, the new things of yesterday giving place to the later arrivals of to-day. The store is like your morning paper. It looks much the same as it did yesterday, perhaps, in same general outline. It maintains the same general characteristics of make-up. It follows the same general policy day after day, but from one end to the other the news changes.

Every hour the busy, artistic hands of the decorators are making display of the new things that come in a constant stream. Thus our store is a newspaper of fashion, of the manufactured productions of the world, but its story is told in concrete objects, instead of type and pictures.

Not All the News—Not Even Half!

Our sales announcements which we print to-night must serve not only themselves, but stand as representatives of other just as worthy items which, owing to pressure, had to be omitted. You will find the store to-morrow full of opportunties for money-wise people. Many more special sales than those announced here will be found to offer you money-savings of the rarest order if you shop at Bloomingdale's to-morrow.

What Spring Promises.

This week witnesses the last of our sale of manufacturers' stocks—and a most extraordinary sale it has been. There are some of the rarest values of all here for you this week. Then, too, does this news deal with items of interest for the "look-ahead" woman. For it speaks largely of new Spring goods which have just been placed on sale. The store is getting ready to put on its Spring garb, and looking both ways—at the late Winter goods which bear deep price cuttings, the great values brought about by our sale of manufacturers' stocks, and the new, light Spring goods which in their way bear prices just as attractive —you will find this news well worth perusing.

The Opulence of Fashion.

The world is always opulent, and to gather this opulence and bring it within your easy reach is one of this store's masteries. There's no theory about it, no romantic legend, but a reliable assurance. No promises without the bestowing of something absolute. And so it is of utmost importance that the fashions of the day should be absolutely correct. It's not boastful to say we lead in them, and that others without the knowledge and facilities wait to follow our introductions. At present the whole store overflows with suggestions for Eastertide, for Spring, for Summer. The treasure is yours for the visit. As the homage to beauty is exalting, so is the homage to tasteful fashion in dress helpful and refining. One of the most difficult tasks in our news gathering is to select some items without prejudice to the others, for every article in the store is of utmost importance. Hints only, then, must needs follow—all the benefits in their fulness come to the alert shopper who is ready to profit by the untold better half.

Mid-Autumn Opening—Ladies' and Misses' Top Garments and Furs.

These "Melancholy days, saddest of the year," when Nature is undressing for her Winter sleep, we make bright and lively with our exhibition of new and handsome costumes to be worn by the style coterie of best-dressed women. We have featured—and will continue to feature ultra-stylish and fancy suits and wraps, but now we must punctuate the new tailor-made suits, coats and wraps for street wear and open-air functions of every kind.

Monday—the Formal Welcome to Spring.

Like the spring blossoms, the store, too, unfolds its petals in the three formal show-days this week. To-morrow—after months of planning—first of the opening days, following preparations on a scale never before attempted. With the store in holiday attire, spring winds have never unfolded more charm and beauty on the eve of Easter than the present season brings in the world of fashion. The millinery skill and genius of Paris and America are represented. We have transformed our parlors for dresses into a dreamland of feminine gown-splendor. There is a shimmer in the whole effect—all teeming with the latest style thought—more fascinating than we have ever known. We shall be glad to have you present.

Great Sale Exclusive Spring Suits and Coats for Misses and Girls.

It's certain that our prices are lowest on misses' and girls' new spring suits, coats and skirts, quality considered, but the real reason the majority of particular mothers bring their daughters here is the individuality of the apparel—the smart touch of style elegance that characterizes the many creations and sets them apart as exclusive, all elegantly tailor-made. And the materials—it's the greatest display of style and high quality ever shown, and you'll miss a rare treat if you don't let your eyes rest on the beauty. This department is full of exceptional values for Saturday.

Annual February Sale of Silk Waists.

There's but one time during the entire year when you can buy $5 fashionable Silk Waists at the extremely low price of $3.85, and that's to-morrow and the several days following, during which we hold our great annual February sale.

Real Values Tell!

Every line we print costs money—and we're not spending money for fun. All stores, of course, have goods to sell, and this town has many excellent stores; but we buy this space to hold up to prudent buyers some real specials for Saturday—unapproachable values, that in themselves unmistakably assure an unparalleled opportunity for "good goods cheap."

We State No Values—We Give Them.

This method has given our store a most enviable position in the mercantile field. Rain or shine, in or out of season, with an ever-increasing competition, our business increases regularly, because the purchaser in every instance receives more than what is promised or what he expects. To-morrow's extraordinary demonstration will be the sale of "odds and ends."

The sale of "odds and ends" in the men's store closes the winter season. Early comers will, of course, have the best selection, but there will be extraordinary bargains up to the closing hour.

Silk Shirt-Waist Suits

The RIGHT KIND

The BOW-KNOT BRAND

Made in Fancy Taffetas and Peaus de Soie,
Foulards, Pongees and Jap Silks

from $6.00 to $25.00

STYLES THAT ARE NOVEL, ORIGINAL AND SUPERIOR

KEAN & SCHWED

171-173 Greene Street, New York

The Remarkable Values Offered for This Week's Great Monday Sale Are Bound to Attract an Unusually Large Crowd of Discriminating Buyers.

This advertisement only partially tells the story of to-day's great bargain-giving sale. There are hundreds more of equal merit not quoted. Absolute reliability of the merchandise offered, together with the splendid values and our exclusive low prices, are the great attractions that have made this establishment popular and made Monday the big day of the week for money-saving advantage.

Our Grand Easter Opening.

Passing the portals of this great store to-morrow you'll change from the chill of lingering winter of the outside world to an atmosphere freighted with the fragrance of palms, blossoming lilies, flowers and the breath of spring. As the scene meets your gaze it will remind you that the gladsome Eastertide is close at hand.

Opening Display and Sale of New Spring Costumes for Women.

Lovers of spring-gown beauty will revel amid this collection of magnificent costumes. It is one of the most satisfying selections ever assembled—quite in keeping with the invariable standard of the most correct styles only at lowest prices. Signalizing the wonderful success of this opening—aside from the exclusive gowns in this exquisite style show—two special offerings are made that will well repay an opening week visit.

Unmatchable Bargains in Garments for Women and Girls.

Where have you ever read more intensely interesting store news than this? Look at these beautiful Monte Carlos; these fashionable long garments; this rich collection of furs! Select what you will from these stocks and you'll make emphatic money savings on the prices asked elsewhere—without the slightest sacrifice of quality or desirability. Our purchases have been enormous—that's the most forceful reason for the low figures that we ask.

Easter Fashions.

In the realm of women's wear—special display days, Monday, Tuesday and Wednesday. A most important style function. Glorious styles. Fresh as newly blossomed roses. Splendidly varied gatherings of costumes, tailor-made suits, separate skirts, coats for the street, coats for dress occasions and the ever-serviceable raincoats. The smartest ideas in artistic tailoring and the newest fabrics in great diversity. In short, a brilliant fashion show. An exposition worthy of the immediate attention and favor of the most discriminating women. An event sparkling with interest and abounding with the most advantageous opportunities for shoppers.

Delightfully Attractive Spring Garments for Misses and Girls at Very Special Prices Saturday.

The winds may whisper of winter, the skies may be obscured by whirling snows, but in the misses' and girls' store on the second floor it is spring bright and beautiful, as typified by the season's jauntiest garments for the women of the future. All the freshest styles in abundance. Every price is a stirring inducement.

It affords the purchaser keen satisfaction to make her selections at this store. You come across so many unexpected surprises in the way of styles, fabrics and general embellishments.

Two-Hour Sale—10 A. M. to 12—Tailor-Made Skirts at $2.98.

If thinking of a new spring walking skirt, here's the opportunity to get it at a saving.

We're placing a lot of these handsome walking skirts on sale to-morrow morning for two hours only—every one of them smart and stylish as you could wish.

They're of all-wool mixtures, in stripes and checks, in light, medium and dark shades. The styles are seven and nine gored—tailoring throughout is perfect in every detail.

Anniversary Bargains!

Every one who came to this store to-day was amazed at the bargains that we are giving—and thousands and thousands of people are here. It promises to be the biggest, most enthusiastic day that our store ever knew. What could tell more forcefully than that of the tremendous importance of this occasion? Money savings are so great—and there are so many of them—that it will pay you to travel immense distances to take advantage of them. Hundreds of new specials to-morrow—and also—

Saturday Sale of Misses' Garments.

Our formal show days are very near; so near, in fact, that misses out of school for Saturday will see the new stock in its entirety. It is a beauty, too, if you'll pardon the expression. We're rightly proud of it. We think we've more exclusive styles to show you than any other one honse. To-morrow—some very special values in the new things.

It's a Sale Not to Be Overlooked.

Nor will it be overlooked by any prudent buyer who has once noted the values that have made such selling town-talk. Come here to-morrow for about the best bargains we've known in many a day—and, whatever the want, you'll find it—and nine times in ten for less than you ever paid. Don't miss such selling.

A Sale of Exhibit Models of Women's Tailored Suits, Values Up to $65.00, Special at $29.50.

As models they have served their purpose. Otherwise this offer would be utterly impossible. They are direct copies of the most costly imported garments. The manufacturer from whom we secured them has work ahead to keep his force of tailors busy for some time to come. These models are directly responsible for this condition. It argues well for the styles. They are authoritative. The fabrics include Veilings, Mistrals, Broadcloths, Cheviots and Novelty Materials. The majority are entirely silk lined. Sizes from 34 to 38. An average of one-half the usual price is what they cost us. That is all we ask of you. Values up to $65.00. On sale to-day, special at $29.50.

We Take Stock This Week.

Following our usual custom, we will close out many lots, including Ladies' Underwear, Fur Capes, Muffs and Scarfs, Ladies' Coats and other items. It is easier to count a little money than a lot of goods, no matter how desirable they may be, and we are afraid we should have the goods next season if we do not close them out now.

Women's Nobby Fall Attire.

A new suit, a new skirt, a new coat—what woman is not interested just now in one or all of them? And what store can offer better facilities in every way for the purchase of these garments?

Our great cloak floor is filled to overflowing with fashion's latest, the work of Europe's foremost modistes, as well as the work of all the best New York makers—all in all, an exposition of style such as but few stores on this continent can hope to equal. And the price part is never overlooked here. We try to bring the new and beautiful within the reach of the modest purse, and pride ourselves upon the success of our efforts in this direction.

For Wednesday we offer some very unusual values—unusual even here—the home of low prices.

Spring Is in Full Bloom in Our Costume Store.

Weather and calendar may say what they will, this morning, spring is here, with marvelous variety of dresses for women. American manufacturers grow bolder and more aggressive with every new season. And the bolder the hand the more genius it displays.

Tailor-made suits are first in the thoughts of women just now, and we present to-day such a collection as has never been equaled before. Fashion has devised nothing in women's tailor-made suits that is not exhibited in to-day's broad showing. The best work of America's best designers is here—the elaborate and dressy suits, side by side with the simple and most practical, as well as inexpensive kinds.

Here are a few hints of various styles and the prices:

Splendid News for Alert Shoppers.

Spring is knocking loudly. And we are ready for the biggest, liveliest and best Spring we have ever known. Strong bargains in every aisle and on every counter. Emphatic, crowd-attracting values. Stocks grow bigger daily. New goods are incessantly arriving. No old merchandise. Progressive methods all over the store. Everything precisely as represented. Prices unvaryingly lower than any other store for like qualities. It's a vigorous, courage-requiring system; but it's pushing the store ahead wonderfully—expanding our business in all directions.

Our Double-Edged January Sales.

You are not the only ones who derive benefit from the wonderfully low prices of our January sales—sales, mark you, that put one in touch with merchandise, in many cases below even the cost of making. The January sale is a natural consequence—the logic of business—the transforming of a slothful month into a busy one—the selling of goods at the cost of making to keep the otherwise idle factory wheels turning—the want-to-work fingers active—the hungry mouths fed. A great benefit all round, to you, to us, to the maker, because it is profitable to sacrifice profit when it turns a dull month into an active one.

Honest Mark-Down!

Most January mark-down sales are delusions and snares. A lot of cheap merchandise bought expressly for the event and palmed off on the public for bargains. We propose to demonstrate what a January Sale should be. Our reputation and business methods guarantee every article mentioned below to be just what is claimed for it. A mark-down with us does not mean the taking of a couple of dollars from the price of each garment and praying that some one will come and buy them. No such picayune business here. We take the garments regardless of cost; we mark them at prices that command people to buy. This is why we carry over no garments.

Another Week of Brilliant Mill-End Values in Jackets, Suits and Skirts.

The Big Store stands without an equal in actual and honest value-giving—proof of which is forcibly demonstrated in these low prices.

Anniversary Saturday—Four-Hour Sales.

Saturday four-hour events in this store always stand unrivaled. To-morrow—Anniversary Saturday—will bring bigger, better opportunities than ever. To-morrow, from 9 A. M. till 1 P. M., ought to record the swiftest four-hour selling ever known. These are the right kind of bargains to bring tremendous crowds. To ignore them means to neglect your own best interests.

A Week Brimful of Bargains in Our Great Cloak and Suit Section.

The success of the past week in our closing sale and the appreciation shown for giving the people an early opportunity to secure needed merchandise, way under-priced, prompts us to try to do even better for you this week.

It is a settled policy of this department not to carry goods over, and to make such low prices that will make a clean sweep in a hurry.

January Clearance Women's Coats, Suits, Skirts, Waists, Furs.

"Close out all goods in season"—that's the rule. To accomplish that sometimes requires sweeping reductions and large losses; nevertheless, the rule is lived up to. To-morrow we give values in women's fashionable apparel that are offered regardless of cost or former selling price—every garment is marked at what, in our judgment, it will bring—the description of the items advertised are accurate, but you cannot realize how great the offers are, and it is difficult to get a correct idea of their splendid qualities until you see the garments.

The Opening Sale of Our New Autumn Garments

Takes place on our second floor to-morrow. You are invited to be present —and expected. In swell suits, jackets, coats and wraps we have never before shown such a matchless collection, while our silk waists present a rich array of handsome novelties from the world's most noted designers. Competent, experienced people are in charge, and their knowledge, taste and skill are always ready to assist you.

Everything in Full Bloom.

Every department is a center of interest to-day. We are the recognized headquarters for garments because our stock is complete. Our aim has been to select the best of everything. And we intend that things shall be just as represented. What we say is so. Success comes from doing things right; that has been our aim in the past and will be in the future.

Over the Line Between Summer and Autumn.

A perfect Summer store turned into a perfect Autumn and Winter one. The dividing line between the two seasons has already been crossed and the magic touch of experience, foresight, work and skill is fast opening up to your enjoyment and practical use the greatest array of timely merchandise this store has ever accumulated. Both the old world and the new have produced far more than their accustomed yield and our harvesters have reaped to far better advantage. The preliminary glimpses of the new we are sure have a real human interest to every one because you behold the needed new—there is no lagging in fashion's march, but they have besides an economical interest because the prices have never been equaled—there is no lagging in real bargains.

You Can't Ask More than All the Fashions, than All the Fabrics, than All the Garments, than the Best Values—Can You?

Read a little plain talk. Single-handed we cope with the other big houses; to build a bigger business we've go to make it well worth your while to come here, not once, but always. Prices talk. We might argue from now to doomsday, fill pages of this paper, and all that. Instead, our advertising money goes into values; to you; to-day, to-morrow, as long as one brick here stands on another.

Pre-Inventory Sale.

Only four days more—then stock-taking. Final price-cutting has caused a series of special offerings that make a Grand Array of Values impossible to find elsewhere. Adequate enumeration is impracticable, for the fullest announcement here would be an injustice to the large number of items unmentioned. In each one of our forty-seven departments all odd lots, high-grade but quiet sellers, or lines to be discontinued have suffered the final radical mark-down. Do not fail to take advantage of the economies to be found on every side. Come with high expectations—you'll not be disappointed—but to miss this sale would be like robbing yourself.

Reasons for Our Rebuilding.

Our rapidly increasing business demands more selling space, additional stock rooms, more commodious quarters for various departments and conveniences for the comfort and pleasure of our patrons and employees. Therefore, we have planned to make it a more beautiful and spacious establishment, as attractive and refined throughout as the details are planned. There will be no stoppage to business during the progress of the rebuilding, as this latest mercantile enterprise is planned by master minds which compose the executive heads of our store, and whose aim is not only to be the best providers of public needs in merchandise, but to present and add all modern improvements such as tend to make shopping easy and pleasant, and this, the most modern and largest department store in this vicinity.

Suits and Dress Skirts—Great Sacrifice Sale

This week of Ladies' and Children's ready-to-wear Suits, Dress Skirts, etc. We frankly admit that we are overstocked and must unload at once. We never resort to half-way measures, but when it becomes evident that we have to take a loss, we take it quickly, as we are doing in this instance, and get through with it. Hence we bring together the grandest collection of medium and fine-grade Suits and Dress Skirts—for this unlimited slaughter sale—that has ever been seen. A peremptory sale in which profits will be completely obliterated.

Echoes of Christmas—Odd Lots Sacrificed—Broken Lots Reduced.

High waves break and leave wreckage—this holiday store that was is full of holiday drift and derelicts. We have no time for long-spun-out selling. A short sale, short work of values, and deep-cut prices will weed stocks and give us leeway for coming events.

Summer Merchandise.

One week and Spring is no more. The store is already clothed in Summer attire—ahead of the times, but that's our policy. The treat we offer the trading public this week will add greatly to the pleasure of shopping—a comfortable store, attractively decorated, and merchandise peculiar to Summer priced much below the ordinary.

Don't Fail to Take Advantage of Our Great Mark-Down Sale—Only Four Days More.

The Blue Figure Mark shows the great reduction. We have just 122 Tailor-Made Suits which we wish to close out before invoicing Thursday night. We offer them at one-half off.

A Mastery of Lowest Prices.

A real mastery of the markets has led to a gathering for to-morrow and this week, which has rarely, if ever, been equaled before in the month of June. The best of the best markets in the world converge like the spokes in a wheel to the hub. There are many new things and surprises which we have prepared for you, and, under the impulse which such prices will create, delay may mean disappointment to those who wish to take the full advantage of first choice—come early.

The Fall Season Is Now in Full Force.

And the daily crowds that throng every department are the best possible evidence of the fact that our goods and prices are right. Below we cite a few examples. Read them carefully, then come in and see many more equally good and better.

Phenomenal Values.

Offered for Monday. Phenomenal, inasmuch that they have never been offered before, and probably never will be again. The reason? The lateness of the season explains it all. The garments advertised are those on which we are overstocked, and we must have room for the many garments arriving every day. Consequently, we must sacrifice them at low prices. It is your gain and our loss.

Spring.

At last the sighing bard of spring has found substance for his proverbial lay. Yesterday and to-day, "gems of brightest ray serene" from spring's glorious jewel-box, gave him an unmistakable cue.

The store, with an easy step, hardly perceived, so gradual has been the change of measure, has glided from the dull tread of winter to the happy spring song of readiness.

The store's a-whirl with spring color and freshness—atune to every early fashion note struck by Paris or New York.

And you who miss coming here these days, even if it's only to look, are missing a rich, rare treat, indeed.

Top Interest at Our Store.

The busiest shopping time of the year is here. The world discovers its most imperative wants in November—particularly when the cold snap gets in the air. Nowadays a very ample part of the world brings its wants to us. First, because of the case of getting to this store, so centrally and conveniently located, on or near car lines from everywhere; second, because our stocks are so full, so broad and satisfying—so excellent, so exhaustive, and so fairly priced.

The newest thing is always here first. The choicest, the most decisive bargains that the actions of trade produce, come to us naturally. And so the great public comes.

Stocks were never better. Store service was never so excellent. Distribution facilities were never so well organized as they are at this moment. No store was ever so well equipped to meet, and most handsomely, the needs and desires of the public.

Six days to Thanksgiving. Five weeks to Christmas.

To-day is not one moment too soon to begin the shopping demanded by the two holidays that are hurrying toward us.

Easter-Tide Brightness All Over the Store.

Spring Stuffs and Wares of the most elegant sorts, imported and domestic, have accumulated here with great rapidity, and such a collection of high-class merchandise was probably never hitherto displayed in this city.

The First Reduction in Women's Jackets—More in Suits.

Something like a thousand women have been waiting for this announcement. They need wait no longer. Our clock is set fast. It strikes the hour for departure of goods long before yours marks the end of their time of usefulness. Hence, bargains like these, rich and seasonable. The Spring jackets must out. First go the odd ones—the ones and twos and threes of a kind. You may have to hunt a little for a fit, but you couldn't miss a bargain if you picked with your eyes shut.

Something to Say.

Lord Chesterfield once said: "Never hold any one by the button or hand in order to be heard out; for, if people are unwilling to hear you, you had better hold your tongue than them." Good advice. Fortunately, it has never been necessary to buttonhole people in order to get them to hear this store's story. We write, not because something has to be said, but because we have something to say. Our offerings for this week are interesting. Read them over, then come and see them.

January Clearances.

Profits have been entirely clipped off in this great January clearance sale—and cost in no way figures in the selling prices.

The question of making room for new goods is being seen to. We are pounding the point relentlessly—until many parts of the store are veritable clearing houses.

Only scraps of the clearance news can be printed each day. But every item stands for dozens and scores of others just as important.

Shattering Suit-Selling Records.

Another great sale of Tailored Gowns on Monday. We begin to-morrow what promises to be another week of extraordinary sales in the Suit Department. The week just closed excelled in every selling particular all previous records for enormous business. With 3,000 brand-new 1904 Tailor-made Suits in hundreds of styles, it was no wonder great crowds came in response to our advertisements and taxed the Suit Department as never before. Monday we will be brilliantly ready again; 1,000 more Suits are in. Many are sample lines, and every woman knows how prettily and carefully a sample suit is made. It's what a manufacturer sells by. Note the prices, by all odds the lowest in the history of suit sales for such excellence.

Ladies' Suits, Cloaks and Skirts.

Two Reception Days—the formal occasion that will forcibly illustrate the thoroughness, the magnitude of our preparations for this Spring's business—the event that fittingly marks the real beginning of a season that we mean shall prove the greatest in our history.

As you expect from experience here, it will be a beautiful display—the Old World's newest—the New World's best. Many good judges say that the master hands in our own workrooms have equaled the very best examples from the foremost Paris designers. The creations are shown side by side—you who view them shall be the court of last resort.

That the exhibit will be rich and comprehensive beyond our best past is certain. It will be a feast for the eyes—and more. Come, any hour, either day. Your welcome will be unlimited. Your enjoyment is assured.

"It pays to advertise a good article"

M. Goldberg & Sons

Corner Fifth Avenue and 17th Street

NEW YORK

Suits and Jackets

of

Artistic Design and Workmanship

at

Prices to suit all persons and all purses

We solicit your patronage on the broad basis of

MUTUAL BENEFIT

Concerning Suits, Etc.

A Stir in Tailor-Made Suits—Prices Averaging a Third to a Half the Regular.

This offer cannot fail to be irresistibly magnetic. It is the best ever given in ready-to-wear suits. It is worthy a column of story if we had the space and the quantity, 2,000 instead of 200. These suits are the best that tailors can make. Tasteful, refined, elegant and fashionable. The materials and colorings conform to the very latest ideas, and many are exact reproductions of Paris models. Nearly all are entirely silk lined.

For the Women of Fashion, Fall and Winter Medium-Priced Suits.

There is great demand and sale this season for medium-priced suits, caused by the fact that the gown is almost entirely covered by the popular long coat. We are making a specialty of this class of suits and can show you more pretty, unique styles than you can look at in a long day. This does not mean we have only the medium-priced suits, for our stock contains the handsomest imported costumes and the best low-priced ones. We give but a few descriptions.

Tailor-Made Dresses at Pre-Easter Savings.

It is rather an empty joy for most women to read about price reductions on Spring dresses after theirs is safely in the wardrobe.

Here are offerings that come before lots of women have bought their costumes for the coming season; and that give a chance to wear the new suit on Easter!

Handsome, elegantly made Tailored Dresses; taken from our largest stocks; and newly priced like this:

Semi-Annual Clearance Sale of Ladies' Tailor-Made Suits.

Every year at just about this time we "round up" our stock of ladies' high-class tailor-made suits. The clearance will be quickly effected, because the prices asked are much less than we paid for them at wholesale. What if the season is somewhat advanced? If you are going abroad, you'll need them. If you stay at home, or go to the seashore or the mountains, you're almost sure to find cool days and nights when you can wear them with comfort. They're even worth buying and storing away until Fall, for then you will not be able to get them at anywhere near such low prices.

New Garments for Women.

Instead of being content with the new things from Paris, we have designed a number of garments which in conception and fashioning show no little originality and cleverness. Our shirt-waist suits are thoroughly representative; the models embrace every fabric and style of elaboration which are adapted for such garments.

The New Suit Department—Now on the Third Floor—

Is not quite complete. Nevertheless, we are ready to repay your visit with a great showing of Ladies' Fall Suits. More than fifty different styles are now on exhibit, and they represent the very best in their class that have so far been produced this season. These suits, like all our garments, are well made and the prices extremely moderate for all that is newest in materials and designs. These Specials for Monday:

New Fall Suits, Skirts and Coats.

Here is where you may secure authoritative styles; here is where you may enjoy the freedom of large varieties; here is where you may try on to your heart's content; here is where you are sure to find the garment that fits your form and your ideal; and here is where the price is always moderate, always gauged according to the fair profit of a cash basis. A little direct, definite news concerning a few popular Suits of the period.

Women's Summer Suits—A General Mark-Down.

We have made new prices on every tailor-made suit in our stock, whether it be the thinnest white voile, or a broadcloth suit for a cool day.

Over two hundred and fifty handsome suits are affected, and the concessions in prices are as decisive as our determination to clean up stocks quickly.

These four stirring groups:

Comfort Plus Economy in Women's Summer Garments.

Even fashion yields to common sense in Summer, when it's a case of being comfortable first, and everything else afterward.

But coolness and easiness have been cleverly combined with charm in many of the typically Summer garments. And now economy is added—truly enticing combination. These offerings, of Silk Waists, White Négligées and Colored Wrappers, at reductions that run up to half original prices, exemplify it:

Girls' Fine Tailored Suits a Third Below Regular Prices.

This is assuredly the cream of the season's offerings of Girls' Tailored Suits. For it comprises the entire sample line of the man who is conceded to be the best in the business—in the style and workmanship of the garments he turns out.

The New Fall Suits

Are being shown in so many charming styles that whatever your taste may be it is sure to be gratified by a visit to our Third Floor. Some of the favorites we describe, but there are hundreds of others that you'll like.

More Delegations to the Convention of Tailor-Made Suits.

This is already a numerous and brilliant assemblage, though it be perhaps a bit early. And new arrivals are coming almost daily. Folk hereabout will find the gathering an interesting one merely to view. That involves no obligation to buy. Come later to make choice, if you prefer. Visitors to this vicinity whose vacation days are drawing near to a close, are particularly invited to see how varied is this early Fall gathering.

They may safely choose at once—there'll be few, if any, handsomer costumes than this showing comprises:

Women's Suits and Skirts.

Ready-made Suits and Skirts are gaining, gaining, gaining. Good reason for the favor they meet. No use telling women the worry skipped by choosing the Suit or Skirt from a ready-to-wear stock instead of buying material and working with a dressmaker. The style, size and color you want are here. Maybe a little alteration, to smooth a bulge here, or loosen a taut there, but it's done in a jiffy, for experienced people are here to see that the garment fits. It must be snug, and trim and smart—literally tailor-made.

Our Spring stock beckons with the best of the things you want.

Tailor-Made Suits for Women.

To-day's word is of handsome suits from our own carefully selected stock. Just such suits as will be needed at the seashore or at mountain resorts. All with the style and character that are desired by well-dressed women. There is not a commonplace suit in this entire offering. This is because we want to sell them before you go.

Tailor-Made Suits.

Just 250 ladies' tailor-made suits, the last of their several lines, also a few mourning dresses, all magnificent goods of this season's make and materials, will go on sale Monday morning at prices so greatly reduced that final clearance will surely be effected. The three great lots at three small prices are as follows:

Some Very Stylish Walking Suits at $15.

You can't pick out a suit that is not splendid value at $18; and the others are worth up to $22.50. The larger part of the group just into the store last Saturday; and they are in the newest and most popular styles that are shown.

Conhaim & Co.

Correct Styles and
Reliable Materials in

HIGH-CLASS

TAILORED
GARMENTS

Broadway and Eleventh Street
McCreery Building - NEW YORK

Women's Handsome Tailored Suits.

Each week this store of women's tailored Suits has excelled its record of the previous weeks in wonderful value giving, each week its achievements have been greatest in the history of selling tailored wear for women. To-morrow it makes another stride, dwarfing its past accomplishments, offering to you the finest Tailored Suits for Women for the least such suits ever cost.

Women's Tailor=Made Suits, Costumes and Coats.

These stocks are the despair of the advertiser. They merit much more than types can do for them.

The variety is one difficulty, the styles—representing indescribable beauty and elegance—are another.

We can't hope to do them justice in the newspapers. Our efforts are, therefore, limited to a few quotations—good things gathered at random throughout the department.

Women's Cloaks, Suits and Skirts Occupying Now Almost the Entire Third Floor.

In these more commodious quarters, with their elegant surroundings and fine large fitting rooms, you will find it a pleasure to consider your Fall selections.

We have gathered here the most complete and varied collection of Women's Ready-to-Wear Garments and Gowns that we have ever shown, and to signalize the occasion offer the following opening specials:

New Spring Suits and Skirts.

In this season's showing we are determined to surpass in every way our own past efforts, which have themselves surpassed all contemporary displays. The World's markets and fashion centers have been hard pressed by us this season for new ideas, styles and fabrics suitable for our Ready-Made Department.

We have every reason to believe that our efforts have been repaid and that your confidence in us to secure the cleverest creations will be sustained when you see what a grand showing we make. New novelties are constantly arriving for each day's showing. Many new and exclusive garments are at hand for to-morrow and the special prices will interest you.

Ladies' Suits.

Season after season we are selling more and more suits, and so far this Spring sales have exceeded by nearly double the business of the corresponding period of last year. There must be a good reason for this—there is a good reason—and you will find it when you compare our workmanship, our styles and our finish with the sort equal prices would purchase elsewhere. Here are some specials for to-morrow—wonderful value every one of them:

Women's Ready-Made Garments—The Highest Qualities at Lowest Prices.

These little prices—extraordinary merchandizing—don't mean skimped qualities. No matter how modest the price, you will find the same careful attention to fit and finish as that of the highest-class ready-made gowns.

Women's Suits $15, Were $22 to $45.

And our own suits, too! Not a special purchase, nor an odd lot of odds and ends. Our own suits, taken from our own stock. The word "bargain" was made to fit just such conditions as are presented here. The highest grades of goods, the highest form of desirability, offered at a seasonable time—and marked at one-half and one-third prices. Many of this lot have been reduced "with closed eyes" from $40 and $45. Many more from $30. There are very few that were priced at anything less than $30—maybe a dozen that were $22 and $25. Of course, you must come early to get anything like a pick.

Most Correct Tailor-Made Suits.

It is no easy thing to keep pace with swiftly changing fashions. But, with respect to newest styles and practical improvements and the economy all women love to practice (when value is given), this Fall's showing is ahead of any, with proofs for the looking and reading.

Women's Tailored Suits—What $10 Will Buy.

Taking this small but attractive group of Women's Tailor-made Suits as a basis, $10 will buy from half as much again to double what it formerly could. For these stylish suits, that are to-day marked $10 each.

Women's Suits, Coats, Skirts, Ulsters, Etc.

Too big a stock here—see how we mark down the prices to reduce it in the next few days—thousands of perfect, well-made Suits and Garments will be offered Monday and until sold at less than wholesale cost.

Tailor-Made Suits, Jackets, Separate Skirts.

These are the garments that defy the looker-on to tell whether they are ready-made or made-to-measure—not a garment you won't like—and as for the prices to-morrow, glance over the following:

Tailor-Made Suits, Skirts and Capes.

If you come here and examine these, the chances are (nine cases out of ten) you'll find just what you wanted, and pay so much less than you expected that you'll have some money left afterward.

Women's Tailored Wear

Far below price. Such Suits and Skirts and Coats cost about a third more elsewhere. But nowhere is such variety of new styles as this Suit Store shows. Hints here of special opportunities for to-morrow. Come early as you can—the offerings are exceptional, but ever changing. Earliest choice is widest, of course, and first come.

Our Store's Tailored Suits, Skirts, Jackets, Etc.,

Have no parallel in either style, quality or price, a standard of excellence in garments—values unapproachable elsewhere. Hundreds and hundreds of new Spring fashions in to-morrow's great offering in new, rich and beautiful styles at moderate cost.

A Special Easter Sale of Women's Tailored Suits and Silk Blouses.

Style, distinctiveness, quality—always features of our garment—are more than ever apparent in these smart tailored suits, coats and handsome silk blouses which are offered in the special Easter sale to-morrow.

An Important Sale of Suits and Skirts.

If you find the imported models beyond your purse, perhaps you will be content with a copy or an adaptation from them. Especially if the cost is far below their actual value. Here is your opportunity. It is most unusual at the very advent of a season.

Women's Tailored Suits.

We have the broadest assortment of Tailor-made Suits for women that any store could show. Too many kinds, in fact, to hope to show you even half of them. But to fail to find exactly what you wish is unthinkable.

Superbly Tailored Garments for Womenfolk.

If you attended the "opening performances" of the Spring Season here you must have been impressed with the remarkable beauty and character of what you saw. The garment news will form a serial story for several weeks to come—with particular emphasis on the chapter for Monday.

$28.00 Etamine Suits at $20.49.

Look at the Suits. Intelligent judges of value will surely say they are worth more than $28.00. Well, our estimate is conservative. We had rather understate than be too precise. Of course, somebody loses—but it isn't us nor you. The maker is simply paying a reasonable tribute to utilize the great Macy outlet in order to secure needed cash for his finished products. He is glad to pass a crisis in that way.

Tailored Suits.

The growth of our Suit business is one of the themes of the times. It is on the tongues of women and dry goods men who know where the trade of the town is concentrating.

It isn't very difficult to attract a customer one time. But there must be real, solid merit back of the efforts that hold him continuously. Our business broadens daily because we are always doing something like this:

Women's Walking Suits, Coats and Skirts at Much Less than Prevailing Prices.

These garments, which have been specially selected for Monday and Tuesday's selling, are unusually strong values. They are all perfectly tailored and only the best materials and trimmings are used. They are bound to interest intending purchasers.

The New Spring Suits

Are here and on show. Every woman in this city is interested in the beautiful New Suits Waiting to be seen for the first time Monday. Such a collection of stylish, stunning tailor-made suits has never been shown before thus early in the season—and to heighten the enjoyment of the opening occasion we shall offer for Monday only.

Tailor=Made Suits.

The New Spring Suits for this season's showing will positively surpass in every way all our previous efforts. Pronounced novelties, the newest ideas and the cleverest creations are at hand for your choosing.

---

350 Tailor=Made Suits in Spring Styles

Will be put on sale to-morrow. These are advanced styles, made up to our order and under the personal supervision of our Cloak and Suit buyer, who spent weeks preparing for this great sale, and brought together a congregation of Suits never equaled for the money. Goods made by New York's foremost manufacturers—fully fifty different styles represented.

Fancy Tailor=Made Suits.

Who would have believed that the rigid lines of the severely Tailored Suit would have yielded to the daintier touch of the draper? The feminine desire for continual variation has been obeyed—and our Suit Department to-day presents a diversified line, which embodies all the features that the "new figure" has made necessary. The charm of the Tailored Suit has been very much enhanced, and to-morrow we offer you these fine, artistic and graceful Suits at a price far below their real value.

Suit Clearance.

We're selling all our Ladies' Tailor Suits at one-third less than regular price. Every one new and stylish; no old-fashioned goods here. You know our qualities, so come early and pick out the suit you want and the price will be one-third less than formerly.

Suits.

It would be different if it was June. But to quote such prices as these for the middle of March—well, we never did it before and it will be a long time coming again.

Woman's Most Needed Tailored Gowns.

Some of the lowest prices of the season. Our immense distribution of the most fashionable ready-to-wear Gowns makes possible such prices as these. This offer, which we have prepared for you to-morrow, is favored with more than the low-price advantage, for comfort and becomingness, combined with exclusive designs, make the opportunity an unsurpassed one.

Women's Ready-to-Wear Suits—Why They Have Attained Such Great Popularity.

There is nothing problematical about the situation. It is easily understood why this Women's Suit Store has attained a popularity that has given it an international reputation.

A visit to the Suit Section supplies impressive proof. The stocks are thoroughly representative.

They are excellently and conveniently arranged. They comprise up-to-date Suits of every desirable material. Every fashionable style, every size is here in greatest abundance. Nothing is lacking. Where others buy dozens we purchase hundreds of Suits.

Naturally this gives us a powerful purchasing prestige, and the customer profits correspondingly.

We invade the world's best manufacturing markets. We lose no time in presenting the very newest styles and ideas. Every possible opportunity in the matter of advantageous purchasing is extended to our customers.

Women's Suits and the Law of Progress.

If we relaxed for a single moment our daily efforts to keep this stock of women's costumes and separate skirts just a little bit ahead of the fashion, it would fall back all too soon to the regular line of the forward rank.

There's a constant infusing of freshness, newness, the charm of novelty into the showing—and a crowding out, naturally, of the earlier arrivals.

This group of suits is by no means old—a month, six weeks, at the outside. But they're forced out by the suits of to-day and to-morrow, at these prices:

A Grand Collection of Captivating Spring Suits for Women.

The distinctive charm of this complete advance array is its exclusive style and attractive prices. We are showing the very newest fashions in a marvelously interesting display and have marked them at figures which will stand throughout the season as the lowest in all competition. We shall occupy the position as leaders from the start, and this gathering of Spring, 1904, Tailored Suits is a revelation of up-to-date methods and progressive cloak retailing.

A Clearing of Ladies' Coats and Suits.

An unusually backward and laggard season compels us to dispose of our huge Winter stocks for prices which will enable us to give the rarest purchasing opportunities ever offered. When all figuring as to cost or value is ruthlessly brushed aside. Here we face the inevitable, and, as the first loss is always the best loss, we put such unconditional low prices on all these goods that to-morrow it will be a serious problem with us how to handle the tremendous demand which this announcement will bring to life.

Women's Tailored Wear Underprice.

We never knew of so many splendid styles for so little money. Variety is the keynote of the showing in this great Cloak and Suit Store. Each one may choose the style that suits her taste and figure best and be sure of Fashion's perfect approval. We quote instances here of sharpest savings on new styles—garments of which there are but a few of a kind, but a wide variety of kinds.

Some Unusually Attractive Values in Women's Suits.

This is to be headquarters for women's wear more than ever this season. What better evidence than the stock itself—which shows its bestness in every line and every garment. And to-day we are able to offer these out-of-the-ordinary values in Spring Suits, for which there can be no match anywhere.

New Tailor=Made Suits, Silk Skirts.

Advance showing and sale of new Spring Tailor-made Suits—captivating creations which have that smart individuality—styles that will be correct for the coming season and shown elsewhere later on. A special inducement for early season buyers.

Come and See the Pretty Suits and Jackets.

We have never made preparations on a larger scale. The displays here Saturday and next week will surely impress you with the fact that goods can well be bought with advantage at home. Selections have been carefully made by our entire garment force. They will take pride in showing you the new fashionable things in Coats, Suits, etc.

Easter Sale of Ladies' Tailor=Made Garments.

Nature has left off her somber Winter cloak; she is arraying herself in all the coquetry of a budding débutante. In harmony with Nature there is a glorious bursting forth of beautiful Spring styles throughout our ladies' departments. Easter is but a few days away; these are busy days—will be busier. Come early. A mere hint of what awaits you here is given below:

An Unrivaled Display of Latest Spring Styles in Fine Tailored Suits for Ladies' and Misses.

A comprehensive showing of the newest ideas and latest styles in women's and misses' spring suits. Our display is of greater variety than ever before. Several of the most desirable novelties are not shown elsewhere, being made to our exclusive order. This popular department's greatest attraction is its unmatchable low prices.

Women's Handsomely Tailored Blouse Suits To=Day at $15.

We are very fortunate in having these suits made up, as their popularity is on the increase, and they are being eagerly called for by fashion followers.

They are made of all-wool étamine, a handsome fabric that lends itself with great possibilities to the magic of the tailor's art, and perfect workmanship is exemplified in every stitch and line. Nothing better for the purpose could well be imagined, for these are up to the highest Mandel standards.

The New Tailor=Made Suits for Women.

The Costume Store furnishes continuous delight to women during these days of early fashion shows, and the very practical displays of dresses for immediate and early Spring wear. The variety of Tailor-made Suits is a matter of undisguised surprise to every woman visitor.

Women's 1904 Suits—Four Leading Styles Expected To=Morrow.

Welcome modes. Sensible, stylish and satisfactory. Garments that can be worn now. Suits women will unhesitatingly fancy.

Venetians, Cheviots, Pebble Cloths and Broadcloths are the fabrics that figure importantly to-morrow, and in each instance the price is conspicuous for its attractiveness. Values largely exceed the prices named.

Shall We Make Your Summer Suit?

Our tailors do the best, most expert work possible. Styles that are correct to the minute, cut that is faultlessly accurate, workmanship that is most thorough, and a broad choice of handsome, all-wool materials, combine to make suits you'll be glad to wear—and at a sensibly moderate price.

More News of New Suits for Women's Autumn Wear—Smartest Effects and, Fortunately for Our Patrons, Very Much Below Value.

Whether you have immediate need for a new Fall Walking Suit or not you cannot afford to miss this sale. The following brief facts are eloquent of the wisest sort of economy:

Fall Apparel for Women.

Dress is of man's life a thing apart; of woman's, almost her whole existence. Human energy and genius pay an enormous tribute each season to the fashioning and elaboration of apparel for women. The Autumn tribute is with us. It is generous. It embraces everything in Suits and Cloaks.

Tailored Suits.

The growth of our suit business is one of the themes of the times. It is on the tongues of women and dry goods men who know where the trade of the town is concentrating.

It isn't very difficult to attract a customer one time. But there must be real, solid merit back of the efforts that hold him continuously.

Our business broadens daily because we are always doing something like this.

Greatest Offering of the Season in Women's Ready-to-Wear Suits.

This sale, which we inaugurate this morning, should be a noteworthy event and is bound to be of supreme interest to every woman who likes to wear the finest high-class tailored and semi-tailored suits.

Women's Spring Suits.

Shirt-Waist Suits for the matchless Summer Girl. The styles this season are stunning. The sleeves, the fronts and the skirts show clever and original touches. There's a lightness and breeziness about them that can't be resisted. Hence they figure bountifully in the warm-weather wardrobe. Here are two sorts that are full of smartness and snap, even if the prices are surprisingly low:

Remarkable Special Sale of Women's Tailored Suits.

There's a very fascinating charm about these eminently handsome suits. Fashioned with rich grace, despite the littleness of the price, made with exacting care and certain fit with all that essence of style so much desired, these suits are certain to obtain a commanding degree of attention from women who purchase with discrimination.

In Our Cloak and Suit Department

Hundreds of new Spring garments will be on display to-morrow. Each with some peculiarly charming feature to recommend it to our patrons. We invite you to come see them. Some are alone in their individuality, and these will be among the earliest selected. None are duplicated exactly, so if any appeal to your especial taste, don't put off choosing. These are Tailor Suits and Dress Suits, Silk Waists, Golf Skirts, Box Coats, Raglan Coats, Girls' and Misses' Suits and Jackets. Also the clearing out of all Winter garments at one-third and one-quarter original prices. Many gems among these.

Sensational Selling of Ladies' Suits.

We're showing now the Spring styles—the greatest and grandest assortment to be found in this city—hundreds of styles represented in this up-to-date gathering of the finest garments from the leading makers of Europe and America.

An Early Spring Showing of Women's Tailored Wear.

Two features recommend to-day's news to the interest of every woman. First—it is the earliest showing of the smart styles for Spring. Second—prices are a good bit under what they will be later.

They are splendid Suits, of which we give three hints to-day—seems as though each season's product is more beautiful and more perfect than the last. And the fine work of the most expert tailors has been put into these—they are not hurried as they will be when the Spring rush begins.

Women's Spring Suits—Advance Models of Styles That Will Demand Much Attention.

The Women's Suit Department is a Spring Fashion Show of the best of the earliest styles. Prices that attract quickly. Here are the details:

Bargain Days in Cloaks and Suits.

The wearing days of Summer clothes are just beginning, but the selling days are slipping away; so we are taking time by the forelock, and every garment in stock has been marked at a sure, quick-selling price—many are being sold at less than it costs to manufacture, and yet we require no money down at the time you buy, and make terms to suit you.

Easter Signalized by Emphatic Values in Suits and Wraps.

Paris, Berlin and London touch hands in choice examples of each city's specialties. The originality and grace of France, the plain Tailor styles of England, the adaptive powers of the Berlinese have their special complete representations, and the influence of Easter pervades all.

The Cloak People Say, "This Is Suit Week."

This is preeminently "the Suit Store," not because we say so, but because it is the opinion of women who have "shopped around." A woman last week told us how she "spent a day in Boston, only to return and purchase here." The fact is, we hear similar comments not only once, but many times a day. Of course, we are always glad to hear such nice things; it is encouraging, and makes us feel that the planning and the effort we put into this suit business is bringing the results we expect; for surely the Realization of our Expectations is the best reward for faithful effort.

Women's Tailored Suits and Coats—More Stylish Sorts Reduced in Price.

Another notable achievement in this store of tailored wear for women—and what is notable here is impossible elsewhere. Tailored Suits and Coats and Golf Capes, smart and elegant, the perfect work of the best men tailors in the freshest styles which this most active season in style making has brought forth. These are here at such sharp price concessions as to make the earliest comers the wisest ones. Now a word of sorts:

Great Saving in Tailor-Made Suits.

This is a case where a maker prepared larger than he knew or his trade demanded, and found himself with an overstock of cloths and linings. He came to us and was willing to make up his material into suits at almost actual cost. There are 150 suits of the better class of materials, and include cheviots, venetians and broadcloths. The styles are the latest, however, principally the Eton and tight-fitting effects. We enumerate simply a few items, but in addition have several others equally as low in price.

Women's Tailor-Made Suits and Skirts—More Irreproachable Prices.

Last Monday's offer caused a commotion, but so will this; yet type seems so cold in its attempts to tell you the truth. There are 400 of these tailor-made suits that we have specially prepared for to-morrow. The sizes are 34 to 42, with a limited number of the larger ones. The superiority of the garments is unquestionable. We endeavor to tell you of a few of them, but the description must be meager. Undoubtedly, this is the best offer ever made.

Smartest Styles in Walking Suits for Women.

Notwithstanding the elaborate stock of suits we show, new styles follow each other in a continuous procession, on our floor. The very latest idea conceived by the progressive manufacturer receives its first welcome here. To-day we show some very smart walking suits, that are not only new and handsome, but decidedly under price.

The Season's Most Fashionable Suit

At just half the regular price. These suits are entirely new, having just been made for us by a manufacturer, who found he had a surplus stock of materials on hand and who offered to make them up for us at a liberal discount—a discount that enables us to sell them to you to-day at exactly half price.

Women's Tailored Suits and Skirts.

You relied pretty largely on this store last season for tailored wear—the biggest business in our history is evidence. This season we are taking last year's record as foundation—standing on it to reach still further forward toward our ideal store. Now the Autumn gathering is richly ready—each day has brought and is bringing its quota of newness.

There's a Reason for Our Big Suit Business.

There is a reason for the great outpouring from every section to our Suit Sale. Our suits are different; they reflect the fact that our efforts are not how cheap but how good. Every suit must be thoroughly good. It must be built right from start to finish. The moral is: Buy your suit here and be satisfied.

Ladies' Tailored Suits and Dress Skirts.

Remarkable offerings in newest effects. We have never done a better Spring business in the Suit and Cloak Store. And we never more deserved the excellent returns. Here is one of the most attractive showings ever exhibited in this town. And it is constantly being strengthened by such remarkable special values as these below:

Women's Pedestrian Suits and Skirts.

Quiet, though still elegant, and withal moderately low in price.

There's but little effort shown in ornamentation, but real attractiveness is lent to them all in the new cutting and the new styles in stitching. The double-faced cloths are much used—good, strong, thick stuffs—yet not burdensome. Oxford grays are still popular. And with them are shown some very desirable shades of blue and brown. These various qualities among the first arrivals:

A Foremost Manufacturer's Samples of Women's Tailor-Made Suits.

Every garment made new during the past month. For just a month ago we secured all of this same manufacturer's earlier samples, because he wanted to bring out entirely new styles.

The present lot of dresses represents the newest effects produced during the last month. The Suits have a refinement and character, with a beauty of finish scarcely equaled by the product of any other American maker. Being new and late in style, they make an offering that is rare and remarkable.

Women's Tailored Suits Extraordinary—At $29.50, Values from $45 to $98—At $19.50, Values from $32 to $42.

There are just 120 of these elegant suits, a lot of sample suits, which accounts for the price. Creations from one of America's very best tailors. The comparative prices are modest, while they may read as exaggeration. The suits are really charming.

Many are handsomely trimmed with laces, fancy silks and other novel effects. They all have the character of being "Made to Order." The styles are the very newest and best. The materials consist of nun's-veiling, étamine, wool canvas, crash serges and fancy mixtures, etc.

A Vital Story of Tailor-Made Suits and Skirts.

During the between seasons one of the very best makers, in fact considered by the trade a "leader," wanted to keep all of his force together and made up for us a number of the new 1900 Spring tailor-made suits and skirts at a saving of 25 to 30 per cent. from the regular prices. This advantage, of course, as usual, we pass along to you. But not only will you find the prices very attractive, but these first new styles and designs we know will be very interesting just to see, because they are the advance things of the season here first.

Women's Tailored Suits and Skirts.

There is special interest for you in the sale of women's tailored clothes which to-morrow begins. We know it, so we tell you. Two reasons why you will want to see these suits—they are worthy—they are priced far below their value. Two hundred and fifty of them altogether, at two prices. All are new and wanted styles; all are beautifully put together and tailored. You need at least one suit of this sort; perhaps you will think you need two when you see these and know the prices.

Women's Suits—A Third to a Half Off.

It seems strange that this should be true, but it is. These suits are the very newest designs that the best makers have devised, some of them so new, in fact, that they are exclusive with us. Yet they are to be sold, not only a third under the regular pricing, but a half in numerous cases. Only one of a kind in most instances—that has something to do with the low-pricing—but each kind is new and stylish and each will cost at least a third more if you wait until later in the season.

Walking Suits and Skirts for Women.

There is no end to the news from our Custom Store. Day after day new things come, long before we can tell a tithe of the story that the stocks deserve.

Suffice that we satisfy most fully every feminine wish in the matter of dress.

The stocks are particularly full of popular-priced garments. To-day's word is of attractive styles of Walking Suits and Separate Skirts.

Sweeping Reductions in Suits and Skirts.

This is housecleaning time among the ready-to-wear garments for women and children. The offer is real and tempting enough to warrant the use of the largest adjectives. There are garments here that cannot possibly be made for the money, and, without exaggeration, have never been approached in quality and price.

Suits and Jackets.

Our ready-made department is overflowing with the bountiful gatherings of fine Fall garments. Wonderful variety! And what marvelous versatility in both fabric and designs. The display is a broad panorama of style, and yet these are more than show days. Choicest garments are being picked out rapidly; for thousands of women are as ready to buy as we to show. The whole style range is here, with every advanced idea that has come to light.

Women's New Spring Tailor-Made Suits with Five to Twelve Dollar Savings.

We're bringing in new style ideas every morning, these days; and we're proud of our splendid showing. But our eyes are wide open for stylish suits that we can save you money on. To-day's two groups will appeal to thrifty women, who have the buying of a handsome new suit in mind this morning.

Women's Suits and Skirts—Some Interest-Arousing News.

Every bit of information about the new things for the new season is interesting to the woman who is getting ready her spring supply of clothes. But when this news comes, coupled with positive economies, its value immediately doubles.

That's the case to-day, when these fine offerings of women's tailored suits and separate waists are announced:

The Spring Charm of These Tailored Suits.

Women's fashions rarely move with so much of a jump as they have in the case of the tailored suits for spring. Of course, the newest ideas are well represented in this fine early showing of tailored suits. The variety presented is such as to appeal, in one style or another, to every woman of good taste.

Women's Walking Suits Popularly Priced.

Every woman in the city is seeking her new Spring Suit just now. This is an assortment that she can't afford to miss seeing. From its many stylish, distinctive costumes, in broad and unequaled variety, we choose four groups at moderate prices, for particular mention to-day.

Suit News for Women.

Among the hundreds of lines of Dresses for women, there are bound to be price-happenings now and then even at the beginning of the season. Be sure we never miss a chance to help you save money, whether it is on fast-selling goods or slow.

Here are about fifty smart Walking Suits in various new styles, ranging in value up to $25—offered to-day.

Ladies' Suits.

We have more than 3,000 ready-made suits for you to pick and choose from. As special attractions for to-morrow we offer the following:

A Piece of Rare Good News—A Manufacturer's Samples of Women's Fall Suits Under-Price Before Regular Goods Are Shown.

This manufacturer made up twice as many models as he intended to retain in his regular line. Now he sends us forty-six handsome dresses—mostly walking suits—to sell at a quarter to a third below value. Every suit is beautifully tailored; all are spic-span-new. Made of broadcloths, cheviots, zibelines, mixtures and various other materials. A few are silk lined. All are cut in the smartest new Fall shapes.

Women's Suits.

These tailor-made suits for women are all imported, and elaborate enough to be fitly called demi-toilettes; and as such will appeal to many women. Particularly at their new prices—exceptionally low, when it comes to buying handsome dresses with all the distinctive marks of foreign origin.

Women's Tailored Suits.

Another event in low-pricing this. Just at the threshold of the Spring season such pricing is a notable occurrence. Two points to note in the same connection. Every garment is a new style, the choicest possible to expert selection from everything good. Every garment is as well made and tailored as human hands can do it. To be sure, these two requisites are, of course, in this store, yet perhaps they should be mentioned. We cite one instance of several kinds, just samples of equal values in a great stock:

The New Suits, Coats and Waists and Some Splendid Values for This Week.

The showing is extremely interesting—materials are novel, styles absolutely correct—and the prices particularly low for this week's selling.

Coats, Jackets and Capes.

Coats—Gems of Style.

These Coats—every one is a creation—the masterpieces of designers who, in their way, are as true artists as painter or sculptor.

They are beautiful shields for theater, dinner and reception costumes—the grace of woman's outer dress. Our models are individual. Not a hackneyed effect; not a commonplace line—every detail original, piquant, distinctive. The materials are charming, the trimmings and their application are quiet, refined—with just enough dash to give character.

The collection challenges the admiration of all who see it.

Raincoats for Women.

We have twenty-three distinctive and effective models of them. The fabrics, many of which are exclusive, are new in weave and design.

The prices are very modest—$15.00, $17.50, $21.00 and upward.

Women's Raincoats.

With the present attractive and diverse styles of Raincoats, women can buy for one investment a coat that is at once a fair rainy-weather wrap. Some of this collection, for instance, are heavy enough to be used as waterproof ulsters.

Materials comprise cravenette cloths, tweeds and covert cloths, in various shades of tan, olive and Oxford gray. Some of the coats have Norfolk backs and triple capes, others are semi-fitting, with belt; shoulder and military capes are among the newest styles.

Surprising Savings on Women's Coats.

Several groups of the handsomest Summer Coats produced this season suffer first price-reductions to-day. They are coats in styles and materials that women will be wearing on cool Summer days and evenings throughout the season—now at these considerable reductions:

Women's Raincoats.

Are you prepared for the Spring showers? A good rainproof garment may save you a doctor's bill. And you can buy one here to-morrow at about half its actual value, as will be seen by these quotations:

Silk and Velour Coat Exclusiveness

¶ From season to season our energies are concentrated upon producing effective and original styles in

Silk and Velour Coats—Nothing Else!

¶ In our lines are always to be found a host of attractive garments in every length, quality and at every price.

¶ Our aim is to please buyers from all sections at all times and make purchases from us a big source of profit to their departments. "Garments that always prove successful sellers."

Rothschild & Mitteldorf

Makers of Silk and Velour Coats Only

45 East 8th Street, New York

Women's $15 Coats at $9.74.

Two hundred women's coats, the entire unsold balance of a manufacturer who wanted empty stock rooms. These garments are made of black, blue, castor and tan kersey and cheviots; snug-fitted and easy double-breasted styles, finished in the best possible manner by expert men tailors, lined with heavy satin or taffeta, worth $15; choice at $9.74.

Women's Jackets.

Jackets constructed with perfect taste on a basis of best materials. New styles, new colors; especially good styles, good colors—and best possible tailoring. The highest prices could demand no more; even at these low prices we will give no less:

A Sale of Women's Jackets.

We're clearing decks for our incoming Spring stocks of Women's Coats and Wraps—and many a handsome, stylish garment is affected as to price by our eagerness to make room.

Among those receiving clearance papers is an attractive group of medium-weight Short Jackets, mainly in black cloths. They are variously trimmed with straps of cloth and taffeta, stitching; have fly-fronts and are in every way jaunty and stylish. But they must go at once.

Women's Jackets, $7.50 and $10.

This lot came in Saturday and will go out to-day. Better choosing for less money no woman ever had in jackets.

Those at $7.50 offer a reason to be early, for some are the $18 jackets of the December standard, while others are scaled at $12.50. But in no case can you miss a bargain.

The $10 coats are beautiful garments. They would have cost you from $20 to $25 a month ago.

The Final Clearance of the Women's Jackets

is now progressing—and at the rate they're selling a few days more will see the last of them. When we tell you that it's a peremptory clearance of the very best we have, and that prices have been shaved down so there is hardly any price left—we have told the whole story and told it truly.

Spring Jackets.

The selections were wisely made. No trash. No antiques. Nobby, desirable effects in all the popular fabrics and colors. Spring Jackets appeal to most women during March and April—snug, convenient, jaunty garments to keep out the nip and chill of these mornings and evenings. The price range is attractive.

Swell Coats, Jackets and Automobiles.

Sweeping reductions in prices made throughout the stock—none of the leading styles are excepted—early-season prices make way for their clearing-sale rivals, and our patrons derive the benefits of our sacrifices. We will not say what the garments advertised are actually worth—you're to be the judge of that when you see them to-morrow.

Jackets at Half.

Although there's many a day ahead of you this winter, on which you'll find comfort in a jacket, with us it's time to adjust stocks more closely. To accomplish this result speedily, we have made new prices on two groups of women's jackets that will not fail to interest you; in fact, they're half prices, on the average. Like this:

Women's Jackets.

Those who want a new jacket for to-morrow must make quick decision; and quick decision often means missing the best. Safest way is to go where you can find the broadest showing of both foreign and American garments, and where prices are always safely low.

Women's Coats.

We are at present in the enviable position of being able to offer you "extreme value" in stylish outergarments, absolutely correct in design and workmanship; goods that have been much admired by some of the most competent critics, and which, at the prices quoted, can have no serious rivals in this market. Just as soon as the first breath of Jack Frost strikes the town the prices will be soaring upward in the wholesale district, and, much as we may regret it, we, too, shall be compelled to follow suit. Take our advice—buy now.

A Round-Up of Women's Jackets.

Notice of ejectment is served to-day on about 150 Jackets, which lose their tenure through a readjustment of stocks. They are in the latest of the season's styles, and the most popular colors—but there are only three or four of a kind. Hence, although previously priced at $12, $15 and up to $20, distinctions between them are now leveled by a uniform price of $10 each.

Golf Capes.

Hundreds of them, and you ought to know about every one. Almost as many styles as garments, and every style an aristocrat. Paris and Berlin sent most of them; made of heavy Scotch rugs, double-faced cheviot and plaid-back German stuffs of the Montagnac order. Broad, cozy; in every size and color. Fringed, hooded, with buttons, with revers—no end to the variety. From $17 to $35 each.

Golf Capes, Six Dollars.

Before this lot came you'd have done well to get so good a cape for $10. But we bought the cloth from a mill that couldn't find a jobber or a manufacturer willing to buy so big a lot. Got it at our own price. Had the capes made up after the best model; and you can buy an all-wool cape, as smart and stylish as you could wish, for $6. Enough for prompt mail orders.

Golf Capes, $6.75.

Fresh shipment arrived of this actual $10.50 values. Highly favored fast-going garments, in newest tartans, plaids and cloths, indispensable to the lady traveler. This lot of 75 will serve to tide us over Monday. All have plaid backs, pretty hoods and correct appointments.

Women's Golf Capes.

Women who never saw golf links are wearers of golf capes. They are well adapted for all outdoor occasions. No garment excels these Scotch wraps in comfort and picturesqueness. Walking, driving, traveling on steamers or in cars, sauntering on the beach or climbing mountains, we commend the golf cape.

Golf Capes for Summer Wear.

There's no weather too warm to talk golf capes in. The warmer the weather the more thought of sea-trips or oceanside or mountain air, and a golf cape is as much a part of the preparation for them as the packing of the trunk. The golf cape is an emergency garment, as well as one for steady use. There's no time too hot for emergencies of thunder showers, cool evenings and east winds. We have a fine assortment of them in both foreign and domestic cloths, $6.50 to $55.

Large Sizes in Women's Coats.

It has been necessary, in the past, for large women to have their coats made to order—a slow, inconvenient, expensive method, as compared with the buying of a perfect-fitting coat, ready-made, as other women do.

We made up our minds last season to serve large women better; and we made arrangements with one of the leading manufacturers in New York to bring out a nice line of popular coats, not only in the large sizes, but cut in right proportions throughout.

Women's Capes Marked to Go.

Seventy-five of the prettiest capes we have are marked to go out. Of silk and cloth; graceful, jaunty and approved, and just the completeness that an evening costume requires for its out-of-door equipment. Mostly in black silk, but many in tan and gray cloths. Heavily jetted, laced, ribboned and embroidered. We mark them all $20 each. Prices yesterday were up to $36.

Pick Out Your Easter Coats and Dresses While Assortment Is at Its Best. Big Price Concessions To-morrow, Too.

Please do yourself the justice of seeing the stock that is here. Beyond that point, we await your verdict as to the supremacy of our showing. Amid all the drivel and rot that some folks print about styles and prices, little can be said that would stand out as praiseworthy.

Consider yourself then an unprejudiced observer—bent on obtaining the best. In making the rounds, let our store be included in your route. If you do not see MORE garments and BETTER garments for the money than elsewhere—we shall have no desire to sell you.

Women's Silk Blouse Etons and Covert Coats for Easter.

Two exceptionally attractive offerings for the Easter fashion festival. Some of the Coats described below are copies of high-pricel models. All are eminently desirable, and will find quick favor with those who are interested in such a strikingly inviting chance:

Extraordinary: Women's Spring Jackets— $14.75 Jackets, $10.

One hundred and fifty fine covert cloth $14.75 Spring Jackets, exactly like this illustration, to-morrow at the exceptional bargain price of $10.

Those handsome tan Coats of fine-grade covert cloth—21 inches long—greatest value ever offered, and it is for one day only—to-morrow.

These Covert Coats Are Trade Talk All Over the Country.

Makers of women's garments, after three weeks of demands from other stores, have simply acknowledged the impossibility of producing any imitations of these three styles of Women's Covert Cloth Jackets, of which we are selling so many hundreds. Our manufacturer tells us that he is satisfied with what he is getting out of it, because we are selling so many. We are content with a small profit, for the same reason. People who buy them are delighted because they save five or ten dollars on the prices.

Women's Spring Top Coats and Jackets, That Are Regular $10 Values, for $6.75!

Nothing more essential than a jaunty, new Spring top coat or jacket, and we're ready to supply every desire in this line to your utmost satisfaction.

Here are these handsome garments at $6.75, made of black cheviot, black broadcloth and tan covert cloth—every one.

Man-tailored from start to finish.

They come in several different lengths and all sizes from 32 to 48 bust measure. They're lined throughout with heavy taffeta and satin. Choose to-morrow at six seventy-five.

Fall Coats for Women.

That we name such low prices at the very outset of the season is a fact surprising to many. In response to the numerous questions hinging upon this point we beg to explain that last May and June, when manufacturers were at their dullest, we placed large Fall orders. Then labor, machines and operating plants were comparatively idle. Then we had Fall Garments made to our order at a saving of from $2.00 to $5.00 per garment. Deep-laid plans for the greatest Fall business in the history of our Suit and Cloak Department were made, and to show how well these plans have consummated we quote:

Money-Saving Time Among the Women's Coats.

Two sources are levied upon for these irresistible offerings of Women's Winter Coats.

One is the manufacturers, glad to work up surplus stocks of cloths into the latest of the season's styles, at almost any sort of a price, in order to keep busy.

The other is our regular stock, from which we take many handsome coats that have become broken in sizes, and slate them, in many cases, for first reductions.

From this meeting of the ways you derive much profit.

Women's Jackets Priced Much Below Value.

Just an even hundred. They are of cheviot, of broadcloth, and of kersey; in black, navy blue and tan. All are lined with silk and satin. All are in the newest shapes and in the recent approved styles. The prices yesterday were $15 to $21, and there's a fair proportion of the higher-priced ones. To-day, any one of the hundred at $10.

News Worth Reading About Women's Jackets and Long Coats.

This is another Jacket story that tells of big values for little prices—the biggest values for the littlest prices we've ever had the privilege of offering. It also includes some of the very popular coats. All of the garments bear evidence of careful tailoring. The styles are the latest and every one will give all the service that could be desired.

Golf Capes.

No woman ever crosses the ocean twice without a golf cape. One such error lasts a lifetime. Many women who will go for the first time this year will thank us for the warning. Pulling on a jacket every time you want to go on deck is an intolerable nuisance, and a coat is poor protection in a stiff breeze. But a golf cape is just as much needed at seashore and mountain. No woman's Summer wardrobe is complete without one.

We Also Offer All Our Velour Capes at Half Price.

—not a garment reserved—all the best American and foreign productions that were admired by thousands of women—yours now for just exactly half price.

Ladies' Coats Worth $15 to $20, for $4.90.

The manager of our Cloak, Suit and Fur departments is very anxious to make the last week of our fiscal year a record-breaker. He gave us his reasons why, and finding them founded upon good sense we have given him carte blanche to make any prices which he desires to make. He warned us that these prices would be out of all proportion to the cost, but we told him to fire away. Therefore, if you have any excuse whatever for buying a garment of any kind, come here at once to-morrow morning and we guarantee you will be more than satisfied.

Autumn Coats.

Decide upon Autumn Coat now. No use waiting until the season grows older. The stock is ideal for easy choosing. All the latest styles—not a good one missing. These are specimen values of our stanch, snug, nobby garments. Hundreds of others.

Women's Coats at Sharpest Reductions.

Perhaps the hot wave has made us misread the calendar; perhaps it is a natural impatience to see these coats out of the way—who knows? At any rate, we announce for to-day—earlier by far than in previous years—radical price-cuts, many of them first reductions, on an extraordinary variety of Women's Summer Coats. The collection comprises some five or six hundred wraps, all of which are such as every woman, whether leaving town or staying here for the Summer, will need.

There are short jackets, longer coats, richly appliquéd wraps of greatest variety; and materials are voiles, étamines, canvas weaves, taffeta, peau de soie, cheviots, covert cloths and broadcloths—the season's favorites.

Women's Jackets, $7.50 and $10.

This lot came in Saturday and will go out to-day. Better choosing for less money no woman ever had in jackets.

Those at $7.50 offer a reason to be early, for some are the $18 jackets of the December standard, while others are scaled at $12.50. But in no case can you miss a bargain.

The $10 coats are beautiful garments. They would have cost you from $20 to $25 a month ago.

Better Values than Ever in Women's Jackets and Skirts.

If you care about getting the best values ever offered in women's Jackets and Skirts, read what follows and then come to see the garments.

A Great Jacket Opportunity.

You've had many excellent offerings in women's jackets from us this season, but the climax in value-giving is reached in the present sale. Each garment in this collection is marked at half, or less than half, of what, up till now, was counted a fair price for it. These jackets are from two of the best cloak manufacturers in New York, and were but recently made up. They combine good materials with good workmanship, and consequently insure good service. The styles are in accordance with fashion's latest dictates.

Refined Elegance in Coats and Capes.

Superb wraps of silk and velour just recently arrived from Paris make a fine showing in our Costume Store to-day.

Many of these Wraps are really sumptuous; others are quite modest—all are practical and dignified garments that well-gowned women will admire.

The styles are exclusively ours, and mostly but one of a style. They show beautiful trimmings of braid and effective appliqué.

The selection offered is most ample.

Women's Coats—Black in Particular.

You've thought of nothing but raincoats the last few days—rubber coats, oilskins and gum boots.

If you were caught without a raincoat, you'll be thinking of it to-day, to be ready for the next storm.

We have them a-plenty—scarce as they are getting among manufacturers.

But colder weather, with clear skies, brings the demand for cloth coats—short, hip-length, and three-quarter coats.

And these are splendidly ready.

The Final Clearance of the Women's Jackets

Is now progressing—and at the rate they're selling a few days more will see the last of them. When we tell you that it's a peremptory clearance of the very best we have, and that prices have been shaved down so there is hardly any price left—we have told the whole story and told it truly.

Newest and Best in Women's Spring Jackets.

Our tables, racks and cases are filled with "the world's best"—all the good styles made in this country together with the most desirable European novelties reproduced into popular-priced garments by our American experts.

The Last of the Coats to Go at About a Third Value.

The material in these coats alone if bought—even to-day—by the piece would cost you nearly double the entire cost of any coat in to-morrow's sale.

In these two lots you'll find elegant garments of plush, velour, kersey, Persian cloth, bouclé and melton cloths, in black, tan, castor, Oxford and brown. Many of them beautifully trimmed with light and dark furs. All lined with the best and guaranteed satin. $12 to $18 coats, $4.95; $25 to $35 coats, $9.95.

Women's Coats and Suits.

A glance at the show-cases and figures in this newly arranged department will convince you that our stock of Fall Garments is well worthy your very close inspection. Whether you are ready to purchase or not it will give you a correct idea of what is chic and refined for the coming Winter. Prices are as reasonable as ever.

Women's Fine Imported Traveling Coats—Price Change of Importance.

We brought over quite an elaborate collection of foreign wraps this season, designed especially for Summer travel.

The styles are varied and handsome. These are smart garments for ocean or lake trips; others for seashore and mountain wear—all possess that refined and exclusive effect that is so desirable to particular women.

Up to the present time the selling has been continuous at regular prices; and our stock would not be right without; but now we feel that we may dispose of them for the season, and offer them in three attractive groups as follows:

New Spring Coats, Tailor-Made Suits and Skirts.

We are pleased to ask an inspection of our advance showing of women's Spring and Summer outergarments, representing, as they do, the coming fashions, and each garment being, we feel certain, the best value that is offered anywhere at an equal price. New and exclusive ideas will be on display to-morrow.

The New Foreign Wraps Are Shown for the First Time To-Day.

Another scene in the Fall fashion procession is unfolded to-day—the first important showing of garments from abroad.

To-day are presented to public view some beautiful wraps, in styles exclusively ours, and no two alike.

Most striking among the brilliant newcomers are the evening wraps, of lace, of fine, light cloths, of velvet with ermine collars, of long-furred zibeline cloth, soft and rich.

More of the Covert Jackets That the Trade Can't Get Through Talking About.

To chop $8 to $10 off from the regular price of the most staple and popular coats that are selling this season is the surest thing in the world to be widely appreciated by women. It has made lively talk in the trade, and lively selling on our floor.

We're doing our best to keep up with the demand, and are prepared for large Saturday business.

These three styles—all shapely, stylish and beautifully tailored:

Fine Summer Wraps from Abroad.

Half price is the kernel of to-day's good news of these beautiful overgarments for women.

We have done a wonderful business in women's wraps this season, and these are just the garments with which a large part of our great success has been accomplished.

They come to us from Paris, Vienna and Berlin, and represent the handsomest collection of Women's Wraps shown this season.

Most of the coats are made of black voile and étamine, in hip length, with lace collars. The styles are exclusive with us, and we brought only one of a kind.

Women's Jackets Away Down in Price.

Cloth jackets and velour jackets both. Take the cloth jackets first. One kind has sleeves that are a trifle larger than the prevailing style, but they are soon altered, and the result is that you get a jacket way below regular value. This jacket is made of tan covert cloth and is lined with striped taffeta silk, well made and finished; the price was $20.00; now it is $4.95—great saving after you've paid for trifling alterations.

The other cloth jacket comes in three grades; it is of all-wool kersey cloth in tan, blue and black, lined with taffeta silk or satin. The prices were $14.50, $20.00 and $25.00, but are now $7.25, $9.50 and $12.50.

Clearing Sale of Jackets and Capes.

A happening just before stock-taking, and in consequence prices are marked low enough to assure an immediate sale. This offer includes all of our Capes in cloth and velour, Jackets and long garments, things made up in the most fashionable way from the leading cloths of the season.

The Silk Coats for Spring Are Ready.

First news to-day, that our collection of women's silk coats for spring awaits your admiration. And it will receive it, beyond question; for never has a similar showing been as richly varied, or held so many beautiful styles.

The coats are all in black of taffeta or peau de soie, in all lengths, from the short, jaunty box coat to the long Newmarket. Silk strappings, braid, accordion plaiting, lace, form the effective decorations, which run from simple to very elaborate. Many of the plaited and gathered effects are particularly handsome, and the fashionable sloping shoulders are quite in evidence.

Women's Jackets.

A brave assortment of jackets for you to choose from. Tailoring skill and general excellence in every one of them. Notice the shapes—the fitting. The set and the tone are exactly right. Prices run this way:

Special Sale Spring Jackets $13.75.

Easter is only two weeks away and it's advisable to select your Easter costumes while the gathering of exclusive creations is at its best. Here you'll find a bewitching style show, depicting every idea of the world famous modistes at home and abroad—strictly tailor-made apparel. It is by far the smartest showing in America, as well as the most comprehensive, and the selection of your spring suit or Easter gown from our salons insures you that you will not see a more admirable creation than yours.

Every Coat in the House $5.

Every winter coat, whether a $12 grade or among the aristocratic $20 gathering, your choice $5.

Considering the amount of wintry weather still ahead of us, and the fact that the coats are worth three and four times the present price-mark, we hardly believe it necessary to urge you any further. There are 500 garments in all for women and misses. Materials of kersey, Montagnac, zibeline and covert. You are sure to find your size and perfect fit among the lot.

Women's Spring Jackets at $22.50.

You can't appreciate the real worth of these fashionable Spring of 1904 Jackets until you see them, and, anyway, you will want to feast your eyes on this wonderful exhibit of style that awaits you in our coat and suit salons at the lowest price for equal quality—and the creations—well, they're exclusive—many not shown elsewhere.

The Season's Best Offering of Women's Coats.

The news has been growing more and more stirring with every story that we told during the recent weeks. To-day we have surely reached the climax, for the news is most extraordinary.

Women's Coats.

We have arranged for Monday's selling several splendid values in Women's Coats. The garments specified are all made of excellent and carefully selected materials and particularly well tailored. The styles are the most approved.

Women's Wraps Reduced.

No question about it—the largest selling of Women's Coats, Capes and Dresses centers at our store—has, for ever so long. And there isn't a tailor in the land who would not gladly give us first chance on any lot of garments or cloth that had to be turned into money. It seems foolish to print price-lists every day—we'll print none to-day—yet, the offerings are as good as any we've had; better in several lines.

Women's Coats and Suits.

A glance at the show-case and figures in this newly arranged department will convince you that our stock of Fall Garments is well worthy your very close inspection. Whether you are ready to purchase or not it will give you a correct idea of what is chic and refined for the coming Winter. Prices are as reasonable as ever.

Handsome Walking Suits at Twenty Dollars.

Every woman not already supplied wants a new spring walking suit. To-day we offer a special group of desirable suits, designed to sell, and selling previously, at $26 and $28, now at $20 a suit.

A Sale of Jackets and Suits

That is sure to make up the garment market, as no such values have been offered by any dealer for many a month. Time and space forbid any extended mention of these fine goods; we'll have to be content with brief descriptions and quotations.

News Worth Reading About Women's Jackets.

This is another Jacket story to tell of big values for little prices—the biggest values for the littlest prices we've ever had the privilege of offering. All of the garments bear evidence of careful tailoring. The styles are the latest and every one will give all the service that could be desired.

Best Values Ever Offered.

If you care about getting the best values ever offered in women's Jackets and Skirts, read what follows and then come to see the garments.

Covert Coats for Women.

We prepared abundantly for the enormous popularity of the covert coats this season, which we had foreseen. Not only are the styles unusually beautiful, but have almost unlimited varieties to select from, and the values are unapproached anywhere.

Girls' Spring Jackets of Covert Cloth.

March will bluster, April will weep, and May evenings may be beautiful, but cold. And a covert cloth jacket goes far to mitigate all these climatic defects.

The assortment for girls of 14 to 18 years is especially fine in these new spring styles. You'll find new shades in the covert cloth, new touches in the tailoring and best of work and style throughout. Prices are $10 and $25.

Dresses, Costumes, Etc.

Some Extraordinary Offerings of Women's Dresses.

We have just gone through our stock of Tailor-made Suits and other Dresses for women, and picked out the garments that were in stock previous to the first of January, and to-day we take radical steps to dispose of them quickly.

The new prices are a half of their former values, and in some cases nearly a third of their original value; and yet there is very little difference between these dresses and many of those in our Spring stocks.

The evening gowns and other fancy dresses are really as desirable as when they first came. At the prices that are marked to-day they should be taken in a jiffy by thrifty women who will secure valuable service from them.

As these dresses are largely one of a kind it is impossible to give descriptions, or to quote the full list of prices. The following quotations will illustrate the values offered. Dresses of étamine and broadcloth, and Tailor-made Suits of broadcloth and cheviot marked as follows:

Women's Dresses.

This word holds stirring interest for women who have use for another fine costume or tailor-made suit. It concerns more than fifty dresses of unusually high character, that are to-day marked at half price, and even as little as a quarter of their former prices.

Radical action, for a quick clean-up, before the women who admire these fine things get away without them.

Cool Dresses for Women.

Hot days and warm evenings have few terrors for the woman who selects her wardrobe from the display of costumes and other dresses in our Summer collection. In fact, after you have seen them, you'll agree that Summer is the ideal season of the year for woman to dress herself most comfortably.

The woman who has discovered shortcomings in her dress preparation for Summer will find interesting suggestions, as well as ideal supplies, by looking over our costume collection to-day, for it includes cool and dainty dresses for every possible occasion.

Women's Dresses, $2.50.

White lawn—sheer, cool and pretty. Shirt-waist style, waists charmingly embroidered, skirts with seven gores.

About a hundred remain; mostly size 32—for slender women. It's the best opportunity we've known to secure a Summer dress. You'd better come to-day.

Women's Summer Dresses.

Pongee, Foulard, Linen, Batiste, Organdie, Checked Taffeta and Mercerized Stuffs, China, Jap Silks and Shantung will be shown to-morrow in a profusion of styles especially designed for us by several of the foremost costume makers, and which are to be highly commended on account of their extreme price worthiness.

Fine Summer Dresses from Abroad—Would You Like to Select Two for the Price of One?

Certainly two of these beautiful dresses would add marvelously to any woman's vacation outfit; and one would make her feel better satisfied with her wardrobe. For these are the very choice foreign gowns, made after the finest models, cut out of the smartest and daintiest materials made abroad for Summer wear.

There is character to every dress—an air that distinguishes its wearer at once.

We were very proud of the collection when it came; but now we have just seventy or more of these fine dresses that deserve wearers; and if the price stands in the way, we'll do our part to make possession easy for all women who love nice dresses.

Remarkable Half-Price Offering of Women's White Lawn Dresses.

This is a collection of about seven hundred and fifty charming White Shirt-Waist Dresses of the most pleasing summery sort. They are spic-span-new, just made up, by one of the most prominent manufacturers.

They are made of sheer white lawn, in various handsome styles. Waists are prettily embroidered; some are open down the front, others in the back; and each has a stock tie. Skirts are made with seven gores and flounce, and each gore has an effective hemstitch inside of a seam; the flounce is also hemstitched to the skirt.

They are suits that we counted excellent value at $6. To-day they are just half price.

Women's Costumes.

Women generally are *en rapport* with current styles in dress—especially novelties. Is it not best to see the latest thought in a garment? Labored newspaper descriptions of alleged novelties rarely describe.

The Women's Summer Overcoats! Thousands have not seen the exclusive originals now shown here. The store is big. But it is our despair that it is so small. The merchandise doesn't get half a chance. And so these coats are in cramped conditions.

The goods calendar bids you, about this time, look for price quotations of a bearish type. The last two-thirds of May will daily be lightly touched by the price-clipper. One hundred reduced costumes and tailored suits.

Women's Dresses and Other Seasonable Wearables at Low Prices.

A collection of handsome Tailor-made Walking Suits, of cheviots in dark colors, with reefer jackets, lined with silk; gored skirts, unlined. Also suits with three-quarter length coats of mixed tweeds, well tailored, finely hanging skirts—very stylish suits throughout. All marked at

---

The Summer Dress.

And its materials and trimmings. So great are the varieties of color harmonies that one is prone to pick the Summer dress materials from the white goods. The Wash Fabrics have never been so beautiful as this year—and this store's gatherings are of such proportions and so thoroughly complete that to pick from the floral beauties and conventional and exclusive designs spread before you here is indeed a pleasure.

Spring Styles in Costumes.

Here is an early showing of Spring Styles in tailor-made suits of Broadcloth and Cheviots, dresses of Etamine, Point d'Esprit and Organdie, skirts of Crêpe de Chine, Silk and Wool.

They are exclusive in style, perfect in fit and finish, with that smart, up-to-date touch that distinguishes our styles from the ordinary ready-to-wear suits and skirts shown around town.

May Day News of Women's Dresses and Wraps.

There never was a Summer of the past for which a May Day gave such promise of beauty in apparel. The keynote of our present display of costumes is given by Grand Prix dresses which have been exhibited all this week—matchless productions of the kings of Paris fashion of the present season.

Among the more practical dresses the collection is no less notable. We have an extensive collection of Summer gowns for morning, afternoon and evening wear at shore or mountain, including coat suits of linen and crash.

The Summer Coats are made of such cool fabrics as linen, crash, pongee and novelty linen fabrics in a marvelous variety of attractive styles, mostly hip lengths with linings of figured bastiste. Prices range from $15 to $70.

Cool Cottons for Summertime—New—Dainty—Little-Priced.

How many cotton dresses have you provided for Summer wear? Is it enough? Isn't there room for one, two, three more, if as many fascinating patterns catch your eye, and the price is insignificant?

Here's temptation to-day which must be avoided by women who do not want to pay a dollar for a dress.

Lavish variety, choice patterns, little prices.

Shirt-Waist Dresses of Satin Foulard.

Some of the daintiest, most charming silk shirt-waist suits that you ever saw; and at a specially low price, too.

They are prettily made of Satin Foulard of excellent quality—thin and cool, in black, or blue, with white figures and dots, and various light colors in various patterns.

Shirt-Waist Suits.

Their good points—sightliness and convenience—have been sufficiently aired. Now all we have to do is supply pretty ones—and the women do the rest—buy them hand over fist.

These are some particularly new, pretty styles of Washable Shirt-Waist Suits, that are very moderately priced:

$6.00 Shirt-Waist Suits and Dresses at $3.74.

A manufacturer's sample line of stylish Shirt-Waist Suits and Dresses, made of Organdies, Linen Batistes, Plain and Fancy Dimities, Irish Linens, Plain and Figured Lawns, Percales, Chambrays and Ginghams. All the favorite colors are represented—white and black, blue, tan, rose, Nile, navy, blue and white—materials, trimmings and workmanship that you find elsewhere in Suits at $6.00 to $7.50; choice at $3.74.

Shirt-Waist Suits.

Five brief hints of as many stirring offerings of these widely wanted garments are given below. The values are quite remarkable in each group:

Women's Summer Dresses.

Dresses in which high-art dressmaking is eminently typified with graceful draping and that aristocratic appearance affected by the world's leading modistes.

Spring Costumes.

We've spoken of this showing only twice and many pretty creations have gone. But nothing's lost in interest. New garments fill the places of those departing, and so each sale serves to add new interest.

Special Offering of Women's Dresses.

This is a collection of about fifty very handsome suits of voile, étamine and granité cloth, and a few in plain cloths. All are prettily trimmed with taffeta silk, tailor stitching or lace. Some of the skirts are unlined, others are lined throughout with silk.

The values range up to $34; choose to-day at $20 each.

New Style Frocks of Exquisite Designs.

Many beautiful new ideas in Ladies' Frocks will be shown to-morrow in the plain tailor-made costumes and the fashionable frocks in the more elaborate effects. The correct styles. On no previous season has fashion favored such a great variety of style ideas, and to see them in their most beautiful effects you must come to us. More than ever you will appreciate the fact that this is a "Fashion Store." But a glance at the new creation and you will quickly recognize the superior shape and graceful outline of our garments.

Sweeping Clearance of Ready=to=Make Lace Dresses.

We have too many Lace Dresses in stock. The quantity must be rapidly and radically reduced—no matter how prices must suffer. To effect a quick clearance we quote figures which actually are less than half wholesale prices! This is a strong statement, but well warranted, in view of the following facts and figures. They speak for themselves.

Dresses and Suits for Women—Remarkable Offerings.

These are most stylish and handsome Fall and Winter garments picked out of our regular stock. There are charming new dresses and smartly tailored street suits—beautiful in style, fabric and finish; and unmatched at their regular prices. But new goods are coming and these must hurry away; hence the following sharp price concessions which women of taste and thrift may profit by to-day.

Visit Our New Dressmaking Department.

The Dressmaking Department—fourth floor—is a gratifying success. The emotion of gratification is mutual. That has been proven by women who have patronized it. Their appreciation is pleasure. We count it the most substantial reward of broad endeavor.

Our staff of designers is composed of artists who have sustained their claim to the title by years of success. Cleverly executed original ideas are the distinguishing characteristics of our productions.

The whole store is resplendent with attractive tokens of Easter's approach —the brilliant largess of taste, and skill, and industry may be seen in splendid profusion.

Completeness and perfection are the salient signs at every point.

Model Costumes Re=priced.

These are the exquisite costumes—some from Paris, others of domestic origin—that have been exhibited as models in our Dressmaking Salons.

They comprise Summer gowns for a variety of occasions; and, having served their purpose, are now offered at very considerable price-reductions. Inspection is invited.

Spring Dresses.

Swiss Dresses, made of Percales, Lawns, Swisses and Foulards. Women's fancy doesn't turn to them lightly—but seriously—when Spring gets in the air. An attractive display of these dainty Frocks at irresistible prices. That's hackneyed but honest.

Women's Summer Apparel.

A rich showing. Shirt Waists in dainty profusion, including these celebrated makes—Geisha, Royal Unique, Crown, Golden Eagle, Albert, Acme, Schenley, Standard, Justine and Florence. Shirt-Waist Suits, Organdie and Lawn Dresses in a splendid assembly. Fancy Dress Skirts and Tailor-Made Suits in supreme values.

A Vision of Summer Loveliness—White Dresses for the South.

Cases in the costume section are filled with an array of bewitching White Dresses that will make you rub your eyes in bewilderment, to see if you are dreaming. For they are Summer itself—airy, almost ethereal—designed for the women who will soon be flitting away to the Southland, and can wear these summery dresses under sunny blue skies.

Fall Dresses for Women.

The Autumnal Equinox begins on Monday. Summer is over. The demands of the new season are now imperative. The first need of women is proper street dress.

Everything that fashion favors is now gathered here. Stocks are full; styles are fresh—the departures are more radical than usual. The tailoring is most handsomely done.

The finer garments naturally attract most attention, and the display of the more elaborate costumes will be found broader than in any previous season.

But of more immediate importance to the larger number of our public are the tailor-made suits at popular prices.

Gowns and Mantles.

Our own exclusive imported models from the Paris designers who are preeminent for their skill and daring in creating new effects.

These are the pick and cream of the latest styles selected especially for us and cannot be seen anywhere else.

We are also showing original costumes and adaptations from our own workrooms.

Orders executed for Evening, Dinner, Reception and Calling Dresses and Tailor-made Suits—artistic and refined workmanship.

The New Tailored Costumes.

If we may judge by the success of the displays on Tuesday, our leadership in this department is even more pronounced this season than ever. The Costumes shown here are beyond question the most sensible and practical in design, as well as the richest and most effective in fabric and finish; and the shades are just right—which is a very important consideration.

New Coats and Costumes.

Dame Fashion has many surprises in store for her followers this Fall and Winter. There are enough new things to make a page of interesting style talk, but we can only tell you about the things that are of intense interest because of their wonderful newness.

Special Values in High-Grade Costumes, Suits and Separate Skirts.

How often you hear and how often you are asked why our Garments are superior to all others. It is simple: Every detail is given attention here—even the lowest-priced garment must be distinct in its merits.

All the Essentials for Complete Satisfaction in Dress—Costumes, Suits, Coats, Capes, Wraps, Furs.

The topmost elegance, the highest attainment, is reached in this Autumn and Winter showing, originated and suggested by Paris. Looking to the near future, and the certain enormous expansion of business, we have supplied ourselves prodigally. Our stocks and varieties need careful, minute inspection to be properly judged and appreciated. From these royal assortments to-morrow's special values are chosen. Each line is splendidly represented—prices offer extraordinary inducements.

Women's Summer Gowns.

A writer in a fashion article this week makes the statement that a woman cannot have too many of these simple, pretty, inexpensive gowns. Apparently you agree with her, for we seem to be unable to offer you too many. At prices like these, especially, it is easy to make your seashore toilet one continual round of variation:

Among the Costumes.

There's a fairy story about a mirror that made beautiful everything it reflected. That's what our ready-to-wear costumes do to the changing fashions. Not only every correct style, but every correct style made beautiful. Graceful, elaborate long coats, natty jackets, short or medium, and every phase of the tailor-made suit known to New York or Paris. The ne plus ultra of elegance. Prices upward from $10.

A Distinguished Occasion—High Art Creations in Women's Sumptuous Garments at Prices About One-Half Less than Cost of Production.

It is impossible to overestimate the extraordinary importance of this very remarkable transaction or to exaggerate its attractiveness.

We offer Monday at most unusual concessions in prices a brilliant and beautiful assembly of exquisite creations that would lend grace and distinction to the most exclusive dressmaking shop.

Costumes notable for their masterly originality and elegance. An event that demands the immediate attention of the most fastidious.

Another Bargain in Summer Dresses.

Last week we sold four hundred Summer dresses in three days. These are far superior and will go quickly. A word to the wise. About a hundred remarkably beautiful dresses, extremely dainty and exquisite and right up to the minute in style; in fine sheer imported organdies, India lawns, dotted Swisses, dimities, etc.; all colors and white and black; sizes, 32 to 42. The usual prices would be $10, $12.50, $15 and $17.50. You can have your choice for $6.75.

Worthy News Concerning Women's Dresses.

Bought yesterday and fresh from the maker's boxes—not trade samples.

An overstock for which expected buyers did not appear. A warm day or two will make the maker sorry that he gave you the chance to buy them at half and less.

High-Class Costumes.

Stock adjustment invariably follows fast selling. That means rich picking for alert buyers. This particular news, created by such a sequence, concerns Women's Costumes—the richest and most exclusive models—made of Voiles, Veilings, Canvas and Crêpe de Chine, in combination with elegant trimmings. There are no duplicates—each one is strikingly different from the others. Our original prices were most reasonable.

Ladies' Summer Dresses and Summer Dress Skirts

Can now be bought to great advantage. Although prices are reduced, assortments are not—the stock affords large choice of everything that is fashionable and desirable—"American Sale" prices are not "every-day" prices.

Summer Dresses for Women.

There is a delightful variety of these stylish gowns, made of filmy organdies and point d'esprit, as well as the more practical lawns, dimities and piqués. The collection sparkles with the new effects that both foreign and American designers have conjured. The majority of the finer dresses have no duplicates.

Prices range as follows:

High-Class Costumes.

Stock adjustment invariably follows fast selling. That means rich picking for alert buyers. This particular news, created by such a sequence, concerns women's costumes—the richest and most exclusive models—made of voiles, veilings, canvas and crêpe de Chine, in combination with elegant trimmings. There are no duplicates—each one is strikingly different from the others.

Voile Tailored Costumes—The Best Offering Ever Made.

This news is so astonishing, so good, so seasonable, that we can hardly credit it ourselves. It concerns a superb group of sixty-five of the handsomest voile dresses we ever saw—dresses such as women of fashion intend to wear the whole of the coming season.

Women's Spring Suits and Costumes.

These are crucial days for the artist designers who have devoted their time and talents to Fashions that now await your verdict.

We have made selections from the richest displays, and are right confident that they will arouse your appreciation.

Rare Price-Features in Fashionable Frocks and Jackets.

A grand gathering of swell gowns, skirts and wraps, copied after the exclusive Paris and London models, in Spring and Summer apparel—with prices much below the customary figures.

Tailor-Made Costumes.

The list below is of the same ammunition we have been firing every day; never without victorious result. It has brought public favor to unconditional surrender. These big guns—Merit, Style, Novelty, Grace, Completeness and irresistible shooting:

Prettiest Dresses—Get New Prices.

These gowns range from the handsome to the very elegant, and include the remainder of our most beautiful dresses of the present season. They are for afternoon or theater wear, being made of crêpe de Chine, voile and nets, in many pretty colorings, and decorative conceptions.

Our Costume Salons Have Taken on a Real Spring Air.

Have you chosen your Easter gown and your new spring street costume and skirts? Hundreds of discriminating women have selected theirs from our exquisite showing. They are women who know the styles and they sought and found their choice in our salons with the knowledge that they are resplendent with every smart creation for the spring of 1904 and for Easter wear.

Women's Suits, Jackets, Foulard Dresses.

Another sensational purchase of one thousand Silk Foulard Dresses, bought from one of America's foremost costume makers. It was a case of overproduction, and we were on hand with ready cash to take the whole lot; got them at just half their real value, and we propose to sell them in a like manner.

Easter Offering in Ladies' Fine Garments.

The coming week will be the most important of the Spring season at this fashion store. The most opportune time for making your Easter selections. The fashionable things are here and the stocks will be at their best, and we have made every arrangement for showing the pieces to your advantage and comfort in selecting.

Women's Tailored Costumes and Skirts.

We started season with determination to exceed all previous records, and are making special efforts to show not only a more diversified stock than ever, but to give customers such values in the new and fashionable as cannot fail to impress with advantage of buying here. . . . As usual, we offer only the newest of the new—no last year's or last Spring's garments here—not at any price.

Wash Shirt=Waist Suits - Comfort and Coolness at Slight Outlay.

Simple, pretty Shirt-Waist Suits, that you can take away in your trunk if you're bound for the Mediterranean or Bermuda; or lay aside for the first warm weather hereabouts.

Voile Dresses in Many Handsome Styles.

The soft, graceful lines of the voile tailor-made dress have placed it in the very front rank of popularity this Spring. And so our stock shows this charming fabric made up in all the varying forms of dress beauty that the best designers have brought out.

A Great Piece of News About Women's Dresses—Manufac=turers' Sample Dresses—Three Hundred in All —In Two Fascinating Groups To=Day.

This is the most important announcement about Women's Dresses that has been made this year. In the first place, the collection offered is a very large one. The Dresses represent the entire lines of three important manufacturers. The prices for which we are able to sell them are most extraordinary.

THE

STAR ATTRACTIONS

IN

Most Up-to-Date Newspaper
Garment Announcements

ARE THE

STAR SKIRTS

Made up for the express purpose of satisfying the needs of the great middle class of buyers, they are especially well adapted for illustration and price quotation

WE FURNISH THE ELECTROS

STAR SKIRT CO.

14TH STREET AND 5TH AVENUE, NEW YORK

Dress and Walking Skirts.

Summer Separate Skirts, Unusual Value at $6.

For the woman who is in need of a cool, stylish skirt in walking and dress lengths, to round out her Summer wardrobe, these two groups of Separate Skirts constitute an opportunity of rare timeliness.

There are about seventy-five skirts, faultless in style and making, in each offering, and when we say that they are.

Specials in the Skirt Department.

These are merely specimen values. Scores of others at higher prices. And every dollar of added cost means added quality and beauty. Use these items as fair basic standards by which to gauge the others.

Women's Outing and Pedestrian Skirts.

The first cool days have brought wide demands for garments for immediate wear. To-day's suggestion hints of practical skirts for walking or other outing wear. These for special mention:

Another Sale of Skirts.

Our skirt business is getting closer and closer to the appreciation and sympathy of wise women. It wins the willing support of the masses—and the classes as well. We'll start the week with five thousand skirts, marked at abnormal prices. Such opportunities are peculiar to July. Manufacturers determine upon making final clearances. We hear of their resolve and become the second party to a diplomatic trade dicker. Frequently the tilt is sharp, but the result is usually the same. When the climax is over our counters are piled high and our advertising teems with bargains. Like these:

Smart Walking Skirts for Women $4.

Think of a skirt almost twice as good and handsome as you have seen at this price before—made of stylish woolen crash in mixtures of various shades; handsomely tailored, with seven-gore flare, and two stitched straps of same material forming yoke; finished at bottom with facing, and six rows of stitching. All inside seams bound.

A rather remarkable skirt for $4, you'll agree.

Well, they've brought $7.50 heretofore; but the maker had a hundred or so left over; so we and you save a generous portion of the price; $4 each.

Walking Skirts.

Masterpieces are here that represent victorious art—specimens of exquisite taste. The plainer, more popular and less costly garments are also here—in profusion. They are the ones given precedence in to-day's news. Every item stands for our principle of underselling competition.

Stylish Skirts, and Some Price News.

Our showing of Women's Skirts is, without doubt, the most comprehensive, the most satisfying, the most progressive in the matter of new and advanced styles to be found in the country.

Here is to be seen everything of real merit that has appeared this season, both in America and abroad; from the most elaborate to the least expensive.

As to prices—here are three superb values now being offered:

The New Skirts Are Here in Excellent Variety.

Just such a display of fresh 1904 styles as any woman will commend with warmth. Discriminating dressers, women who keep in close touch with the best fashions of the period, come to the Skirt Department in great numbers, for the conviction is certain that they will obtain all that is best and stylish at reasonably low prices.

Ready-to-wear Broadcloths, Cheviot and Silk Skirts in the newest 1904 styles at $6.75, $9.75, $12.75 and $15.00. Beautifully trimmed, perfectly shaped and of the most superior workmanship.

An Interesting Group of Fall Walking Skirts.

Showing correct styles and materials for the coming season—popular the year round, these practical garments are particularly adapted for present and Fall wear and are almost indispensable to those who contemplate making short trips during October days—prices throughout are moderate.

Women's Walking Skirts.

This is a purchase of about fifty very stylish walking skirts of striped and flecked tweeds and all-wool crash materials, made with graduated flare and beautifully tailored inside and out. They are light in weight and unlined, just exactly what is wanted for immediate wear, as well as throughout the Summer.

Summer Skirts at a Dollar—Four Hundred for as Many Lucky Women.

You may remember a similar event last Winter—when twelve hundred Washable Walking Skirts at a dollar went in a day.

Only a third of that quantity is here to-day; and the skirts will be snapped up very quickly. So, if you wish to share in the offering, be prompt.

Highest-Class Dress Skirts.

In the following examples of the new fall styles in women's highest-class dress skirts—we can only hint of their richness and beauty—and this conveys but the faintest idea of the elaborateness and comprehensiveness of the entire assemblage.

Walking Skirts at Three Dollars.

Their real prices would be $4.50 and $5; but this is late July and the manufacturer took less. But perhaps your vacation, or part of it, is still ahead; and every tasteful woman will be delighted with one or another of the various styles in this collection.

Some are of pure linen, in various shades and mixtures; some are of mercerized and other handsome cottons, in white. All are smartly tailored, in best shapes, with inside seams, neatly finished.

They should go in a jiffy at this little price—$3 each.

Women's Dress Skirts—Uncommonly Good Value.

It isn't surprising that we're doing such an increasingly large business in women's ready-to-wear garments. Alert minds and nimble wits are behind our doings in that great second-floor room.

The Fall Skirts Are Swell.

The reason of great success is simple enough; not an atom of mystery about it. We offer the best skirt values to be had. We do this unceasingly all the year round, and our trade has grown to enormous proportions. Here you are certain to find the leading materials and the newest and dressiest styles. Examine any skirt you like. The workmanship is perfect. We buy the entire productions of large skirt concerns. and so are able to sell at astonishingly low prices.

Separate Skirts.

Don't pass the present display because you are not ready to buy. This is seeing time. The Autumn effects are on view. They are here for your pleasure and in your interest. Of course, you'll need one soon. When the time comes, remember us.

Washable and Golf Skirts—Very Much Underpriced.

More than a thousand handsome, practical skirts for wear just now, all far under regular prices, many at about what the cloth would cost if you were lucky enough to get it cheap. If you are going away or staying in town, they are garments to make you feel cool as well as look cool. If you have gone away already, we are sorry you will miss such bargains.

Extraordinary, Indeed, Are These Values in Women's Washable Dress Skirts.

Only two items are mentioned below, but they're sufficiently attractive to induce any woman who wants an up-to-date Summer skirt to hurry here tomorrow. They're beyond a doubt the best values that have been offered this season.

Women's Skirts.

Eight hundred women's skirts at nearly one-third of what they are really worth. The story of the transaction that gave us possession of them has a humorous side. Our buyer made a "bluff"—and was called—you win. Our representative examined the skirts—said they were good and cheap, but declined to buy, because his holdings of similar styles were large enough. The manufacturer grew insistent—urged him to make a bid. Finally, in a jocular vein, our buyer made an offer—naming a price absurdly small. The words were spoken in the same spirit that would prompt one to offer a dollar for a well-known, staple ten-dollar article. It was accepted. We were astonished and gratified. When you see the skirts and hear the prices, you'll experience the same sensations.

Two Remarkable Offerings of Women's Skirts.

These are the most desirable kinds of Summer skirts for seashore or vacation wear, or for street wear at home. The most popular fabrics, beautifully made; yet sold at quite startling prices.

Sudden Surprising Drop in Skirt Prices.

To sell wash skirts on our scale of business calls for extra heavy assortments, means many broken lines. Last week prices were $2.75, $3.98, $5.00, $7.50 and up to $13.75. After inventory they run $1.50, $3.50, $5.00 and $7.50.

Big Reductions in Ladies' Wash Skirts and Shirt Waists.

The wearing season is scarcely at its height, but the selling season is already far advanced. Now, what is the inevitable result? It's time for the seller to sell out as quickly as possible, and it's the buyers' great opportunity to get genuine bargains, such as we offer below—values the like of which, we are quite sure, cannot be had at any other store in town.

Separate Skirts and Pretty Dresses.

You are sure to reciprocate our delight in this offering. Skirts, impeccable, striking, attractive, unexcelled for grace and richness, a manifold assortment of style, color and trimming. And the quintessence of delicate dress designs in zephyr-like organdies and elegant, chic piqués. Reductions unreserved, unrelenting.

Summer Skirts at About Half Price.

Stylish, handsome, serviceable skirts of the sorts in immediate demand, at half price, almost half price, and some less than half price. It's the final clean-up of summer stocks, and if you have need of another such skirt the cost will be extremely little if you secure your choice of these.

Skirts for Rainy Days.

The sensible woman knows the worth of skirts that escape mud and moisture. But in the shortened skirt the faintest irregularity in hanging, the slightest carelessness in finish, is especially apparent. That doubles the value of our offer. Perfect hanging, perfectly finished skirts in any length you choose. Blues, tans, browns, grays and Oxford mixtures. Nearly all double-faced—some in brilliant plaids. Of a warm appearance; comfortable on rainy days; $6 to $12 each.

The Climax in Skirt Values.

The character of these specials should be borne in mind. Length, sweep, styles, flare, fit and finish are all that they should be.

An Event in Ladies' Wash Dress Skirts.

Now comes another real value-giving event—just in the nick of time, too. To strengthen our own clearing sale we have made a phenomenal purchase of a large manufacturer's samples. These are all this season's goods. Particularly well made and finished, for the very reason that they were made to serve as samples. The lot includes skirts of piqué, denim, duck and linen. Among the three hundred there are scarcely two alike. Under ordinary circumstances the cheapest could not be sold for less than $5.00, and the values range up to $7.50, $10.00 and $12.50. Our price during the clearing sale is $2.95.

$3.75 for Misses' Pedestrienne Skirts.

To-morrow we're going to start the greatest clearing of misses' fine tailored skirts at prices positively the lowest, so that the little miss will realize several months' service from her garment, and you will be little out of pocket.

New Dress Skirts.

Call them new fall skirts, if you will; but hundreds of women want exactly such skirts right now, for mountain and country wear, and have been waiting for the first word of new things. A fine variety is ready now. Here are hints:

Walking Skirts.

Yesterday emphasized the need for walking skirts, for your own use, and good sense suggests that a sister, wife or friend would appreciate such a practical gift.

Just Notice These New Things in Cloak Store.

A careful study of the latest fashions and a close discrimination as to the tailoring and cut gives style and snap to our "Ready-to-Wear" that stamps it out of the ordinary. We offer Saturday the following New Skirts, New Coats, New White Lawn Suits, New Walking Skirts. (By the way, these new things are crowding us for room, and we are anxious to close out more Suits, Jackets and Dress Skirts).

Women's $4 Walking Skirts, $1.98.

There has been stirring news from the store of women's tailored wear almost every day lately. For to-morrow a hundred and fifty of these neat and well-made Walking Skirts for half their worth.

They are made of choice, all-wool mannish mixtures, in seven-gored, full-flare style, finished with rows of stitching around the bottom in the usual way. Such good materials and good tailoring ordinarily cost $4. These Skirts for $1.98.

Separate Skirts at Unheard of Prices.

Perfection in fit and workmanship; made with deep hem, in order that they may be relaundered—assorted waist measure from 22 to 30 inches, and lengths from 41 to 44 inches. These prices are at an average of about 30 per cent. less than regular value.

A Wonderful Lot of Skirts

Is another special offer for Bargain Friday. You will really be surprised at the excellence of materials and workmanship in these skirts, especially when you hear the price—but then they were purchased at a big concession which we pass on to you.

Special Sale of Tailored Skirts for Easter at $7.50.

You choose from a remarkably representative assortment of Skirts at this price; not from a hodge-podge of miscellaneous fabrics and styles. The showing is large and worthy of your commendation. The variety of new effects is so extensive that detailed description is impossible. Summary:

Women's $4 Walking Skirts, $1.98.

There has been stirring news from the store of women's tailored wear almost every day lately. For to-morrow a hundred and fifty of these neat and well made Walking Skirts for half their worth.

Sale of New Spring Walking Skirts at $5.

These are the season's sample skirts, from one of our most progressive manufacturers. There are more than two hundred Walking Skirts in the collection, with scarcely two alike. They are skirts that have been selling at $7.50 to $12, and to-day we can offer them at $5 each!

Fur Sale Announcements.

Sumptuous Furs – A Broad and Artistic Collection.

The beauty of fur is twofold. The depth of coloring is enhanced by the soft, graceful lines of the fur garment. It blends with all colors; it softens the lines of all faces and figures. Then fur is highly practical—warm, serviceable; slow to go out of style; always refined and elegant; and becoming to all women.

Our collection this year is more varied and vast than ever before. We have brought together the elegant as well as the practical—the finest furs that money can buy; and excellent furs at the most modest prices. All of the highest character in peltry and workmanship.

Persian Lamb Coats to Order – A Big Summer Saving.

Here is an unprecedented offering, made possible by a lucky purchase of guaranteed Leipzig dyed Persian skins, which we can make into coats at a fraction of ordinary charges because of the slack Summer time. It means a saving of at least half if you take advantage of this offer. There are two qualities.

$40,000 Worth of the Finest Furs for $16,000.

So many similar announcements have recently been made that upon investigation proved disappointing that there is much justice in the public's skepticism. Patrons of this establishment, however, are familiar with our careful and exacting methods and know from experience and close observation that we never make a statement which an examination does not fully verify. This sale comprises $40,000.00 worth of the newest and finest Furs in existence to-day, every garment manufactured for this season's wear, every garment made of the choicest skins and finished in the best possible manner. The maker found himself with a large stock on hand owing to the open Winter and we took the entire amount from him at 40 cents on the dollar. The garments go to you in the same way—at a saving of 60 per cent. on every garment.

This, Our Greatest Fur Sale.

The greatest values in fine Furs ever to be had anywhere—that is to-morrow's outlook.

Some furs that have not previously had a fair chance to be shown will be brought forward to-morrow. Some of our own Furs will take a liberal price drop to be in keeping. And altogether there will be the chance of the season to select Furs that you will be proud to own and pay about half what they are worth.

"NURSE YOUR FUR DEPARTMENT WITH GOOD ADVERTISING."

'Twill pay you well! You can't beat a combination of "the right kind of Furs" backed by "the right kind of advertising." We furnish both.

If you're a live, up-to-date Fur buyer it's well worth your while to get in touch with us. We make everything in popular-priced Furs and sell them right. We furnish the snap, the ginger that means profit and success for your Fur Department.

The "Neuburger Fur Advertising System" has strengthened and increased the Fur output of hundreds of our customers. The service is absolutely free. Write to-day for our illustrated pamphlet explaining its many advantages. The use of our Fur Advertising System will insure you the proper kind of advertising, profitable publicity, the brightest of illustrations, executed by competent artists.

'Twill Save Your Ad.-Man Hours of Study and Work.

It doesn't matter whether you want to increase your Fur sales by Newspaper Ads., Circulars, Folders, Booklets, Etc., **we'll furnish continuous attractions the entire season.** On your say-so we'll be glad to furnish you with all the necessary information.

"THE FUR HOUSE,"

Max Neuburger & Co.,

102 Greene St., New York City.

Latest Novelties in Furs.

Not Fur weather, perhaps, but Fur buying time for the thrifty. The offering we make this morning consists of Furs that we made at a time when we could control prices and are much better value than we could procure now. All the best Furs are here, including:

A Charge of the New Furs—Extraordinary Offers Prior to New Department Opening.

Our enlarged building has been dragging so in its construction that we have been delayed in getting into our new fur store, which, when completed, will be the most up-to-date establishment in the country. The furs are here and ready, and though there are some inconveniences, we have arranged a remarkable showing for to-morrow, as well as remarkable prices to amply repay your coming. There is the largest collection of high-class furs from leading makers; many foreign models; the skins are the best obtainable. Our special order and remodeling department is under expert management.

These, from the Fur Sale.

Values the like of which we've been offering in this annual sale of Furs have caused the greatest comment among the trade. In every instance we quote half usual prices. These for to-morrow are worthy immediate attention.

Unmatched Fur Values.

This store sets the pace in the selling of Furs, not only for this town, but all through the country. Nowhere is there another such showing of the new and beautiful styles for Winter. Nowhere is there opportunity to buy such fine Furs for such small prices. For instance:

In Furs We Lay Claim to Leadership in Styles, Quality and Prices.

The display of handsome Furs to be seen here is a source of much pleasure to both customers and ourselves. We determined 'way before the season began to spare neither time, pains nor money in assuming leadership in styles, quality and low prices. The combined energy of this organization was directed to that end. Now we can proudly look back upon the obligations and responsibilities necessary to attain leadership as real pleasure. The reward is sufficient, for in no past season have we been so well prepared to climax others and eclipse ourselves. Just a few more words about kinds and prices.

Fur Sale Extraordinary.

More than $40,000 worth of Fine Furs—my Traveling Agents' Samples—will be sold at retail on the third, or wholesale floor of our establishment, beginning Tuesday, January 29th (next Tuesday), and continuing until all are sold.

Fine Furs—An Elaborate Collection.

We are doing the Fur business better than ever this year. A new section has been arranged on the Second floor; and we present the broadest and choicest collection of fur garments and other fur pieces that we have ever gathered.

Chieftest immediate interest centers among the Fur Jackets and Scarfs; and of these we have satisfying variety of high-class goods at fairest prices.

Superb Furs.

The censorship of furs is of high importance. Deception is so frequently practiced and so hard for the inexperienced to detect that one must depend almost entirely on the store that sells the furs. Imitations are hard to place a value on; and the piecing together of odds and ends is so frequent that the most critical can be deceived.

Fine Furs.

We're not traders in the old sense of the term, but we do sell fine skins for fine skins; and for warmth, comfort and style there's nothing equal to a fine fur garment. Our fine furs and their low prices are a genuine surprise to many, and they will be a surprise to every one who inspects them. Just a few offerings for to-morrow.

Japanese Bear Fur Sets, $5—Neck Scarfs of Mink, $10.

Probably your last chance at either lot, for there are only a few left, and certainly no furrier's going to give away another lot at the price we paid! You'll be wise to put one in stock for next season—and you may find it useful still this month.

Women's Cold-Weather Garments—Long Coats and Furs at Special Prices.

This sharp, snappy weather keenly emphasizes the necessity of warmer outerwear. It was cold last night; it's going to be chillier to-day, declare the weather forecasters. The best modern ideas in artistic cloak and fur garment construction are here in broadest diversity.

Superb Fur Garments Reduced.

The following list comprises some of the richest and most beautiful fur pieces in our stock—garments of which we have but one specimen of a kind; hence exclusive, unique.

We offer them to-day at the most radical of price depressions, in some cases half of former prices. Every garment is absolutely to be depended upon—our guarantee stands back of it. This is the list:

Sumptuous Furs That Were Double To-Day's Prices.

This news concerns some of the finest exclusive styles in fur garments produced this season. Every piece in the elaborate offering here presented was selected for our own regular stock. Each garment was chosen for the beauty of the style, the excellence of the fur, and the fine workmanship. They represent the best products of the world's best furriers. To-day we offer them at just half price.

Furs Less than Half.

These warmthful furs—rich, lustrous and elegant—seem all the more genial because they may be secured at a fraction of their real value.

Frugal women will wear them with satisfaction. They'll know the delightful experience of buying exactly what they want, enjoying the ownership of ideal furs on the liberal basis of less than half price.

This week should close the chance.

Fur Department.

A stock of the most desirable styles of fur garments, motor coats, fur-lined garments, etc., is displayed.

A collection of fur skins of the best varieties is maintained, including Russian sables, from which selections may be made, and special orders placed for garments, neckpieces, muffs, etc.

Those Mink Scarfs Are Going Quickly.

Through a "quick-cash" transaction we got hold of these handsome fur neck scarfs, which are now selling at ridiculously small prices. They're of beautiful Eastern mink, made very long, with fur on both sides, trimmed with six handsome tails, silk cord and silk frogs. The lots are dwindling fast, and tomorrow may be your last chance for this bargain—don't miss it!

Women's Outer Garments.

Five interesting new models, thoroughly well tailored,, showing the difference between our characteristic low prices and the figures asked by others for suits of equal merit.

The Storage of Furs.

We are prepared to store yours—not only store, but also to care for and insure them against fire and theft. Ask us to send for your garments and furs. Our charges are very modest.

Floersheimer, Roman and Hahn

73-75 WOOSTER ST. NEW YORK.

Every day, week and month, year in and year out, we can always give you the best values and the best service.

THE "BIG" SILK WAIST HOUSE F&R

OUR ONLY TERMS:

3 pr ct. 10 days.
No Dating.

No. 1011.—This beautiful waist is made of Arabian lace; the yoke, collar, cuffs and front trimmed with lace beading, as per illustration; trimmed with Arabian lace edging; lined throughout with China silk. Has the new style sleeve. Colors: White and écru.

Price, $3.75.

No. 391.—This very attractive waist is made of a heavy quality China silk; has clusters of tucking down front and down back; beautiful medallions on shoulder and front; Valenciennes lace insertion on front, sleeves, collar and cuffs, as per picture; unlined. Colors: Black and white.

Price, $3.75.

Electros Free for Advertising.

Ours are the kind of garments which pay to illustrate and quote prices on. Our trade appreciates that practice—and so will yours.

Silk and Washable Waists.

White Shirt Waists – Kinds That Charm.

Doesn't look much like spring, as this is written. But what's the odds? Warm spring sunshine is behind the lowering clouds—arbutus buds are swelling under the snow.

So look ahead to your personal requirements—the way you do to brighter weather. And white shirt waists are some of the things you'll be needing most, presently.

A Splendidly Complete Waist Store and Artistic Offerings.

That our store sells an immense number of waists yearly is a fact widely conceded. That it does the largest business in this vicinity is universally admitted. Being in constant and closest touch with the best manufacturers in the trade, and sharing in every possible advantage, it is only natural that we are able to give you the benefit of these agreeable conditions.

Now for White China Silk Waists – To-Morrow at $2.98.

You certainly won't expect to see such style and quality as we're going to give you in these waists—but that's one of our ways of doing things.

The silk is of exceptionally good quality. The waists are most effectively trimmed on fronts with silk-embroidered floral designs and have wide and narrow plaits on either side. The backs, collars and cuffs are prettily tucked.

Women's Chic Shirt Waists.

Nothing makes beauty of figure like a well-tailored waist. These you'll find here in the daintiest ideas of spring's most favored fashions at a price that seems almost like finding money.

Organdie Waists Worth $3.50, Special To-Morrow for $2.39!

Their fine style puts them squarely in the five-dollar class. But we say "worth three-fifty," because other stores have similar waists of this quality of organdie at $3.50. These are made with deep-pointed cape, handkerchief effect, trimmed with wide insertions of novelty lace. The front and sleeves tucked and collar edged with Valenciennes lace, buttons in back. Sizes, 32 to 42 inches.

The Silk Waist Sale.

No room to-day to mention any of these but a few "top-liners." They represent desirability, quality and economy that women should be quick to profit by. And they are but typical of dozens of other attractive lots in the sale.

An Attractive Waist for $1.

These are bound to be popular, for they're neat, serviceable, effective and cheap. They are made from that sort of material which has lately come into favor under a dozen different names—a cotton fabric that has all the sheen and appearance of silk. In plain colors—black, cerise, blue and violet. Made with full front, with clusters of plaits across yoke and with plaited back. Perfect in shape and tailor finished.

Silk and Cotton Waists—Important—New Creations of Uncommon Value.

The following new waists have something quite individual about them—more like the specially made-to-order kind—an aristocracy about them that invariably brings the remark, "Well dressed." You'll not be disappointed if you come and see them—the extraordinary low prices are not their only advantage.

The New Washable Shirt Waists.

Three hundred and sixty-four different styles of new Washable Shirt Waists are now ready. Splendid variety, and the styles show a busy year's betterment over those you've known in the past.

White Lawn Waists begin with the plain but practical sort at 50 cents; and there are scores of pretty styles trimmed with lace or embroidery. And there are other White Waists of heavier fabrics. Prices range up to $10.

The Colored Waists show more elaborate treatment and wide variety of effects. The materials, too, give liberal opportunity for choice. Prices range from 50 cents to $12.

New Waists.

Every price a great saving. Here's a matchless assortment of all kinds of women's waists, the very best creations of the season—garments that will please you until they are threadbare. Every one is conjured into attractiveness by clever making—the prices are matchless.

Great Silk Waist Bargains.

A trade chance brought us an assortment of superior waists at far below their regular worth, and as usual we are happy to share our bargains with you. If you read this announcement you will surely come, and if you come you will buy one or more—you simply will not be able to resist.

Shirt Waists—Fine Values.

Enough to send these Shirt Waists flying into usefulness in a jiffy.

Wool Waists First—Every woman wants as many as she can have, and these are dainty and serviceable for just such weather as February and March bring. The simpler the better taste in Waists like these; $1.29.

Pongee Silk Waists Next—Every woman who is up to date will wear pongee in some form or other this Summer. The silk was made in China and shipped to France, where they put in the embroidered dots. Then it was brought here and made up into fresh and dainty Waists, with embroidery down the front and across the shoulders; collar to match. Moderately priced at $6.45.

Increased Variety Among the White Shirt Waists.

Many new arrivals have joined this wonderfully rich collection of White Shirt Waists since we last told you about it—and the number of styles is larger than ever.

Chief in popularity are those of lawn and batiste—but the dotted Swiss muslin, nainsook, piqué and cheviot waists crowd them closely in favor. As to styles, the prettiest waists have lace medallions, insertion and fine plaits in front, in an unending variety of combinations, frequently running to a sort of V-shaped point.

New Spring Waists—Handsome Displays of the Freshest Effects at Very Popular Prices.

The happiest and daintiest of materials fresh from the looms and beautifully made up into the most fascinating of styles. Trimmed and finished in highest class. Latest American and European ideas.

Taffeta Waists, plain and fancy combinations, convincing bargain values.

Rare Sale of White Waists—Prices Never Equaled Anywhere.

A large manufacturer had a lot of 5,000 exceptionally good white waists for women; by clearing out the whole lot we cut the prices in two and pass them on to you with the full benefit; most of them are the celebrated Louise make, new and perfect fitting. There are also a great many other kinds offered with these at prices never equaled.

Shirt Waist Prices—Smallest of the Season.

Prices cut almost in half in the very middle of the shirt-waist season. That is the last, the most notable achievement of the shirt-waist store. Not price-cutting on a few odd lots picked up here and there, but on thousands of the smartest, coolest, daintiest, most serviceable waists made this year.

Continuation Sale of Ladies' Summer Shirt Waists and Silk Waists.

A clean, clear-cut purchase of two immense stocks. Attractive effects in organdies, silk mull, silk chambray, Swisses and lawn. Both white and colors are well represented, and every color and every design that will be most popular next Summer is here. Most of the cotton waists were used as samples by the traveling representatives of a well-known manufacturer and importer of this city. From these they have sold next Summer's supplies to leading dealers throughout the United States. Could there be a more advanced style showing or better proof of excellent workmanship?

The New Washable Shirt Waists.

The new styles for 1904 are here, and shown to-day. It is a refreshing and interesting display. The styles are decidedly new. There are radical departures from the effects in vogue last season. There is all the broad diversity of styles that manufacturers will take the time to make now, but which will dwindle later on to the few styles that are made by thousands when hurry orders are coming. The most beautiful and exclusive styles can be selected now.

Side by side are the displays of Colored Waists and White Waists—fresh, crisp, dainty and tempting—a pretty picture and a study of style.

Imported Waists.

This is a most interesting collection of exquisite waists. Rich taffeta silks in the newest shades, some of solid colors, some beautifully figured; velvets and chiffons, and laces and so on, and some happy combinations of two or more of those materials. And Paris stands out plainly enough in the making of every one. New effects are numerous—each has its host of admirers. The new sleeves everybody appears to like. Many plain yet very handsome styles, suitable for wear with tailor-made suits, are shown; some of these, too, that are attractively trimmed.

Clearance of Shirt Waists.

Our magnificent stock of novelties and standard waists, gathered from the best sources, selected with the greatest discrimination. Seven lots now hold the balance. White waists and colored—white lawns and piqués—colored Irish lawns, Scotch Madras, percales, zephyrs and Oxfords; right now (at this stage of an unprecedented season) affording more and finer and prettier garments than many stocks showed when selling began.

Crepe De Chine Waists One-third Below Value.

That they are adaptations of the most costly and effective imported models is evident at a glance. For richness of elaboration they need apologize to none of them. The China silk lining is an unusual feature of waists at these prices.

Summer Shirt Waists.

The models and fabrics are varied enough in effect and design to be thoroughly representative of all that is new in this season's waists. The prices are exceptionally low.

Shirt Waist Opportunities—Price Savings at the Greatest Need-Time.

These waists come to us from several of the largest manufacturers in this country, who pass them over to us at a fraction of their value rather than carry them over until another season.

Silk Waists—Attractive Styles and Prices.

Two new interesting lots—two new links in this ever-lengthening chain of exceptional values in silk waists. The one a quality for which $6 or $6.50 would be a moderate price, though these are marked $5. Of taffeta silk, in eight pretty, solid colorings; finely plaited all over; the new sleeves; crocheted buttons.

The other, an unusually good waist for a little price—$3.50. Black taffeta only; attractively corded; full front, fitted back; shirt cuffs.

A Money-Saving, Taste-Pleasing Sale of Splendid Shirt Waists.

Shirt-waist comfort in the hot weather depends largely on the kind of shirt waists you wear. The comfort-giving kind—waists that are crisp, fresh, stylish and perfect fitting—waists that not only look cool, but are cool, have been gathered for this exceptional sale—gathered by the thousands from the very best makers of shirt waists—in such numbers that they come to you at prices much below the lowest of the season. You will not wisely neglect them.

An Event in Shirt Waists That Is Very Widely Interesting.

Interesting because an enormous collection of Summer shirt waists is to go on sale here to-morrow at prices unmatched in littleness. They are good waists—some of them are exceptionally fine waists—the kinds you would choose under any circumstances, price not considered. They have the freshness and smartness that Summer waists should have, and there is wide enough variety among them to suit every taste. Price has been considered, though, in connection with these waists, and it is the very lowest we or you know anything about; pricing that should give every waist a hurry call.

Black Silk Waists.

The jack-of-all trades of garments—conventional for every sort of occasion, amenable to every color combination. In behalf of fashion, beauty and good wear these salute you:

The "GEISHA" Waists and Shirt-Waist Suits

Are so well and favorably known by wearers all over this country that the mere mention of them in an advertisement will boom the business of the department.

The high standard of excellence which has always marked the "Geisha" Garments will continue to be strictly maintained.

FRANKENTHAL BROS. CO.

Makers of

The Geisha THE BEST PERFECT FIT. Waist

TRADE MARK.

REGISTERED

77-81 WOOSTER STREET, NEW YORK.

High Tide in Low Pricing for Women's Cotton Shirt Waists.

Again the shirt-waist store has gathered for your choosing a fresh multitude of crisp, bright waists; again prices are lowest for which such waists have been sold. Regular as the tide's rise and fall has been the influx and outgoing of the handsome waists here. Now 'tis high tide in excellence, low tide in prices. There have never been such prices as are cited below—never such prices for such excellent waists.

The charm, the brilliance of a season's striving after perfection are in them—at end-of-the-season prices.

Sale of Cool White Shirt Waists.

This is a large purchase of fine, crisp, clean shirt waists—just from the factory. Usual July sales are of odds and ends of soiled and ill-assorted garments. This sale is of the newest and choicest styles, beautifully made in most correct fashion. All the waists have the straight backs and dress sleeves; materials and trimmings are of excellent quality, and the making is neat and well done. All the waists are marked much below their regular prices.

Witchery in Women's Shirt Waists—Best Price Opportunities Ever Given.

There can be nothing imagined cooler, more comfortable and becoming than these charming new waists just to hand, the newest conceits in shirt-waist witchery of all kinds of materials. Then there are so many different kinds, you are sure to be exclusive in your selection.

The Greatest Values of the Season in Women's Shirt Waists.

Thousands of them are concerned in this sale, all fresh, bright and handsome—new arrivals come to follow and excel the wonderful record of yet other thousands in the shirt-waist store this season. It is a record hard to excel, yet these will do it easily. No such collection of white and colored waists has been gathered anywhere for dispersal at anything like these prices.

All Kinds of New Shirt Waists.

The silk is almost the price of the cotton, and the cotton waist at almost nothing. Not the cheap kinds, but the inexpensive kinds. The flannel here, too, at just as good advantage. Our showing for to-morrow is particularly large and varied.

A Sale of Spring Shirt Waists—One-third Below Value.

They are serviceable waists that are not devoid of daintiness because of it. All the pretty little conceits that mark this season's newest models find expression in them. The prices are one-third less than their actual worth.

Flannel Waists—New Shades and New Trimming Effects.

The cold snap created a demand for these—a demand for which we were very well prepared. We had gathered extensively of all the best qualities and most tasteful styles we could find. A splendid assortment is now ready. Solid colors, in many new shades, and in pretty stripes and figures. Some are very attractively embroidered with silk; some have satin piping in matching color; some are trimmed with braid and taffeta silk. Also various neat, plain styles—tailor-made with strap plaits of same material; $2 to $7.50.

Women's Winter Waists—Again Does This Splendid Section Offer Extraordinary Values.

Such a signal opportunity too clearly demonstrates its own advantages to demand an extensive introduction. Among the very special offerings for tomorrow are:

Attractive Shirt Waists.

Invitingly priced, or inviting Shirt Waists attractively priced. Either applies most admirably to the display that may be seen at this store. The stock now is larger and more varied than it has been at any time this season, and embraces styles that are not only dainty and bewitchingly beautiful, but scores that are strictly exclusive. Pleasure and satisfaction are therefore assured all purchasers.

March Sale $2 Shirt Waists 95c.

Then there are $3 waists at $1.50, $5 waists at $2.50, $4.50 waists at $2, and other values just as profitable to you, for this great sale is the greatest fashionable Shirt-Waist event that has ever taken place in this town, and to have that distinction it must be comprehensive—brimming with thousands upon thousands of extraordinary values.

There must be a reason. It is plausible, too. We bought thousands of yards of these new and exclusive cotton materials when cotton was low in price. Then we negotiated with a noted waist fashioner and manufacturer during dull times, and he charged us just half for making them up, because we kept his forces from disintegrating. He wasn't hurried, and the result is the most charming Shirt Waists you ever saw—dainty, exquisitely trimmed, exclusive styles—divided into six great lots, as follows:

Advance Things in Shirt Waists.

Probably no garment ever fashioned has been more serviceable, more economical, more pretty, more becoming and more popular than the shirt waist. We have concentrated this whole quintet of "mores" in our first showing tomorrow of the newest shirt-waist creations of the season; and the prices are not the least attraction, either, as the following brevity will show:

$5 and $6 Waists, $1.99.

This is glad shirt-waist news indeed—the only pity of it is we've but 375 waists all told in the collection. Sorry we haven't that many dozen, for at this price this news is interesting to every woman and girl who knows shirt-waist quality. These waists are just the thing for the cool evening or for wear at seashore or mountain. They're medium weight and lined. Many of them are made of bengaline, moiré and liberty satin, in white, black and light colors, such as blue, pink, rose, cadet and réséda. We've only enough to guarantee the sale for one day, Monday, so be on hand early, for every waist has sold for $5 or $6, and price for to-morrow is $1.99.

New Creations in Shirt Waists.

These new waists are the kinds that are thoroughly adapted to all combinations of dresses. The designs are very pretty and practical, art touches of taste about them that show the practiced genius in creation and make-up.

Most Remarkable Offer of Silk Waists.

The inspiration of the waist sale gives snap and energy to every movement among kindred garments. This offer of silk waists has never been equaled before—you'll see that at a glance when you come—if you're fortunate enough to come in time.

White Waists Still Plenty To-Day.

These are the same fine and beautiful white shirt waists that we selected for our regular stock. They were not made to sell cheap—they were made to be the best of their kind.

First Great Break in Prices of the Latest Waists.

Thanks to good fortune, judgment and enterprise, we have gained possession of 3,000 beautiful garments, comprising in wide variety the very best and most attractive styles introduced this Autumn. It is one of those cases where manufacturers took too hopeful a view of trade to come, and then wisely transferred the burden.

Vacation Waists.

You can't thoroughly enjoy your vacation unless you are properly clothed for it. At the seashore, the mountains or in the country, your wardrobe will add much to the satisfaction and pleasure of your outing. Think well before you start. A visit to this cloak store will help in suggesting needs; it will also show you the thought and care we have given to "Vacation Wear." Just a few hints below. Best way is to "walk in and look around."

"The Ayanay"

NO

COMPETITION

NEED BE FEARED

by the department which carries the above brand of

Silk Waists
Shirt-Waist Suits
and Costumes

None better at the price and none more popular at any price

ADLER & AST 54-58 E. 9th STREET NEW YORK

Opening Display and Sale of Shirt Waists for 1904.

The greatest makers are represented by their smartest Twentieth-Century Creations. Many specials—vast lines—rare variety.

Clear-Up of Certain Styles of Silk Waists.

Good styles, and good qualities, too. Only objection is that the various lots have become too small, and so out they go. They are mostly in solid colors, newest shades, though there are some handsome plaids among them. Satin waists in the lot, too. All sizes, but not in any one style. All the new effects in cording, plaiting and stitching; $5 and $5.50 yesterday. Choose at $3.50. Not on sale until 9.30 A. M.

Colored Waists.

A new lot. Shapely, neat and fashionable. Serviceable, especially. Made for Autumn service in Autumn's leading styles. Finished with taste and skill. One phase of a great assortment.

When Wash Waists Come Silk Waists Have to Go.

An axiom of business runs, "Goods well shown are half sold." There is no longer room for silk waists; we want our full assortments of fashionable garments prominently placed. The prices alongside buy $5 to $35 garments; our own fine attractive lines—splendid taffetas, standard styles.

The New Spring Shirt Waists.

Every indication points to a very great demand for these popular garments the coming season. They are clean, dainty, cool and becoming. We offer some of the handsomest waists ever shown in colors, suitable for early season and traveling purposes, and dainty designs in white.

The colored are shown in percale, Madras, ginghams and chambray. The white are made of finest French lawns.

Summer Shirt Waists—Hundreds of New Styles.

One who has looked into the subject earnestly, and who claims to have full knowledge thereof, pronounced this the largest, best gathering in this town. Why not say in the world? An inspection of the assortments now, when they are at their fullest, is mostly interesting. In fact, you must see it if you would be informed as to the newest, best ideas. Most of the new waists show quite a radical departure from those of last season. And the colorings and patterns, too, are prettier than ever.

A word as to prices:

A Showing of Imported Waists.

Quite out of the common, in beauty and exclusiveness, and admirably adapted to their purpose, are these new imported Summer Waists of silk and delicate wash fabrics. They betray their foreign origin unmistakably.

Ladies' Fall Waists.

Monday we put on exhibition and sale our Fall style waists, in both silk and flannel, the greatest values ever shown. The assortments comprise every desirable style, color and shade, and we unhesitatingly say that, quality and workmanship considered, they are beyond the reach of competition. An inspection of our splendid values will demonstrate the reason why. Come and see them.

Shirt Waists Made to Order.

We have engaged the services of an expert cutter and fitter who has had long experience in one of the most exclusive stores in New York. Custom orders will receive prompt attention. The following fancy and staple weaves to choose from: Madras cloth, corded zephyrs, Scotch zephyrs, silk striped zephyrs, satin broché, French percales. All new designs, perfect in fit and finish, at exactly one-half the usual price of the best city specialty houses.

White Shirt Waists a Tempting Offering.

Just a little group of dainty Shirt Waists of Mercerized cheviot, at a seductive price. Plaited front, with broad box plait, embroidered with bunches of white cherries; plaited back; stock with turnover. Especially low priced at

---

Beautiful Cashmere Waists—Just the Thing for Present Wear.

These handsome waists are made of excellent quality cashmere in all the smartest shades. They are effectively trimmed with dainty laces the color of the waist itself, or handsome colored embroidery. They all have the newest puffed and tucked sleeves and button on the front, side or in back—our special opening sale prices:

Flannel Waists.

The material makes them serviceable; the pattern makes them stylish; the color makes them pretty; the finish makes them comfortable; the price makes them full value.

Women's Waists.

It's not unusual for manufacturers to cut prices when the season is hardly open. Some are doing it, and we are getting Waists much below value. The saving goes to you this way.

Black Taffeta Waists.

Rich enough for dress occasions, neat enough for ordinary wear—that's the charm of black silk waists. But perishing propensity is the danger of most of them. These are of strong, heavy taffeta, that gives the best possible wear; perfect in fit; bodies entirely lined. Slashed and corded in new designs. Prices:

Autumn Styles in Shirt Waists.

In addition to the stand-bys—the waists of flannel, albatross and challis, there are other strong claimants for favor this season in the shape of shirt waists of voile, brilliantine and étamine, which are found in a number of notably pretty new styles. Plaits and box plaits, yokes—shirred or plain—play important parts; trimmings are of fancy braids, brass buttons, colored stitching and so on.

Many of the waists have the new two-piece sleeves, and some have especially attractive Persian stock ties.

Silk Waists.

All who visit the store add voluntary testimony to the fact that our styles, qualities and values are best. It's true that we never did better than when we collected this stock of waists. Your clear appreciation is pleasant. Its effect is direct. It encourages us to maintain the standard established. We can't afford to draw back—to fall behind the record. To-day's news is replete with interest. It pushes us farther to the fore than ever.

The New Women's Waists.

A special Sale, in which the choicest examples of this season's styles shine out prominently. Values are great. Read:

Handsome Black Silk Waists at $3.50, Worth $5.

These very attractive Silk Waists are not only worth $5, but they are as neat and handsome as any we have seen this season at that price. They are made of black peau de soie, soft, mellow and lustrous; the full front is daintily plaited in fine clusters, and trimmed with lace medallions that are so very effective; back and sleeves are also plaited.

We're Enthusiastic Over Our Waists.

We've a right to be, for never before have eyes rested upon such a galaxy of style and beauty. The stock is broad, comprehensive, superb, splendid. Every style possesses some feature of fashion and individuality that enhances its beauty. We never had so many—it is an exhibition of variety as well as good taste. Prices? They incline very much your way—they're lower than waists of equal quality and style have ever before sold.

Ladies' Waists—Significant Sale.

"Unparalleled until now"—representing the best and most admirable collection of both exclusive models displayed to date, both from our own workrooms and the salons of notable foreign modistes, reflecting everything newest and most elegant.

Autumn Waists.

The Waists are assembling—mobilizing—but hundreds of appreciative buyers decimate them as fast as they fall into ranks.

No wonder. What woman of thrift can resist values so great?

A Sale of Shirt Waists.

Their disposition would be an easy matter in the regular course of business. A mere chance brought them to us far below the cost of creation. We offer them on the same basis—more than a third less than usual.

Silk Waists—Under-Price.

Two extremely attractive groups of Women's Silk Waists bear prices to-day that don't match up in the least with values.

Women won't object, however, to the savings thus made possible, for these are the waists they're paying full prices for right along.

Fall Waists for Women at Special Prices.

Persian designers sponsor the new yokes and novelty trimmings which mark our waists of Crêpe de Chine, Peau de Cygne and Louisenne. For Mondays we will present three effective models of various fabrics at prices which insure a material saving.

Women's Blouses.

They have snappy, graceful lines and are becoming to most figures. Fashion favored them promptly. And all women, whether they follow the lead of Fashion blindly or discriminately, take to them at sight.

The newest and prettiest are here, of course.

Not a miss-or-hit collection—but a great display of the most popular styles that have fallen from the hands and minds of brightest makers.

It's a brave, captivating gathering, meriting the continuous throngs that pause about them.

Custom-Made Waists.

Our Custom Waist department is now running freely and smoothly—orders, naturally, being executed quicker than later, when the rush is on. The best materials in abundance:

New Waists—Fine Values.

Here is first pick of the new styles—and a sharp saving at the same time. And even at the regular prices such pretty Waists as these would interest almost everybody. But one way or another we have made savings in buying—and we are ready to share up with you.

The New Big Silk Waist Store on the Second Floor and Some of Its Offerings.

It is characteristic of the Women's Waist Store, on the second floor, center, and extending eastward and beyond the elevators, to offer you nothing but what is newest, best and most desirable. This policy, consistently followed and associated with the lowest prices possible for the qualities comprised, has resulted in the acquisition of an enormous and constantly growing business.

Women's Waists—A Charming Easter Gathering.

Tuesday's selection represents a special lot of the daintiest spring waists for now and warmer weather. They are charmingly exclusive in pattern, design and style, which is only possible at the prices we ask on account of our enormous sales in this section.

Some idea of the general excellence of these waists can be gained by perusing the following:

$7 New Silk Waists, $4.98.

There are probably 400 to be sold at about the price dealers must usually pay. And this little price will make their stay short here.

It's an unusually choice collection—an opportune purchase on the eve of Easter, and she who secures one may well count herself fortunate—a $7 waist at $4.98!

The Greatest Bargains in New Shirt Waists This Famous Shirt-Waist Store Ever Had.

They fit. That's a good way toward coolness to begin with. They are made of strong but dainty materials in the fresh styles of the new season. They are refined and tasteful waists that not only look cool, but are cool. They are as fine waists as may be found anywhere in very much greater variety of styles than may be found anywhere.

Silk Waists—Two Special Offerings.

There's never a time when a woman can't put a new silk waist or two to good use. Especially when fine styles, and a variety of them, may be bought at such sharply reduced prices as these:

New Silk Waists at Five Dollars.

Six new fall styles are in this attractive group of waists shown at $5 to-day. Hundreds of women are just waiting for such word as this. The waists are of taffeta, in solid colors, in all the newest shades, or black and white checks; also louisine or moiré, in solid black; plaited front with double box plait, inlaid with vest of same; some with stitched straps, trimmed with buttons to match, and others plaited with broad box plait down front, trimmed with medallion; some French backs, others plaited; stock collar trimmed with taffeta silk; others with embroidered turnover.

Here's Special Pricing on Three Women's Madras Waists.

Madras is one of the most popular Summer fabrics, lending itself most effectively to the special grace of the reigning shirt waist. To-morrow we show three particularly pretty styles priced unusually low.

New Creations in Shirt Waists and Large Subtractions in Prices.

Women's waists of every kind and a kind to suit any kind of taste, and at these best of any prices they haven't come here to stay.

Sweeping Reductions in Women's Waists.

We've about 200 Fine Flannel and Cloth Waists, in all shades and colors, that sold up to $2.25; some are handsomely trimmed, some are plain; there are not a great many of each kind, but there are many kinds. To-morrow they will all be placed in one lot at the clearing price of 85 cents.

Stylish Waists in the Unloading Sale.

Who ever saw a woman that had enough Waists? Top of the season's prices keep many from indulgence in these dainty dress adjuncts, but how is it now when they are offered at less than the bare cost of the fabric?

Irresistible Prices for Women's Waists.

All the newest ideas in Waists carried out in exclusive styles such as to be found here only. The assortment and prices of these popular garments were never more popular.

Waists—Clearance Prices.

Some of the most popular Waists we have had at full prices are much reduced for to-morrow. And from our best makers come other lots of fine Waists at prices in proportion. News for a field day in the Waist Store to-morrow.

Advance Display of Imported Models in Silk Waists—A Prelude to Spring.

Paris, maker of Fashions, rests high claims to authority upon Silk Waists. In early January artists plan and produce exquisite styles that six weeks later the smart world hastens to indorse. We do not wait for later verdicts. Our Paris House secures and forwards these masterpieces at once. So, to-morrow, gems of beauty, smartest novelties and richest creations may be seen, admired and enjoyed, simultaneously with their appearance in the Capital City of France.

Another Big Silk Waist Event.

One thousand two hundred new values on sale to-morrow. This store is the silk-waist center. No wonder, though. The values that we give are better and more continuous than will be found in any house in America. Extravagant talk?—visit our two waist sections. That will settle the question.

The Glorious Shirt-Waist Gathering

Is ready. We will not even begin to hint at its many attractions to-day; we only suggest a "take-a-look," leaving the realization of its countless beauties for you when you do. We are making a particular feature this season of a line of Wash Waists at $1.50, controlled exclusively by us and which will be found nowhere else. In point of beauty and extraordinary value this gathering is unapproachable. You will find Wash Waists in the collection as low as 50 cents and as high as $10.00, and at all prices between—in each and every instance the best values to be found anywhere.

Superb Show of Shirt Waists.

The luxury of Winter Dress, all furbelows and richness, now swings to the other extreme. Summer spells simplicity. The artist's cunning works miracles of stitches, plaits and tiny ruffles. Effects are suggested, not shouted—much of the value lies in tailoring and shape, in dainty elaboration rather than heavy richness.

Re-distributing Shirt Waists.

To take this census was no light matter. Many subsequent special purchases supplemented our first of season gathering; the business done was, and is, enormous; naturally odd lots and sizes abound.

Shirt Waists.

Flannel shirt waists are well-classed as Christmas gifts—two fine styles, in all the pretty colorings—$2.75 and $3.75. We deliver them in a neat gift-box if you wish it. House dresses are givable, as well. We'll deliver them in fancy boxes, if requested.

Shirt-Waist Excellence.

Pretty shirt waists crowd their part of the store—every fashion fancy among them; the crisp ones of cotton; the soft flannel beauties and smart waists of silk. All dainty; infinite in variety; bewildering in beauty. Low-priced—that's a charm of the shirt waist that these have in fullest measure. You'll not find such variety, such style and such low-pricing anywhere else. May find one of these three qualities, but not all three together.

Ladies' Waists.

Novel and exclusive styles—copied by others, but first shown here. And while they're about it—will they copy these prices?

New Shirt-Waist Arrivals.

Some of the prettiest we've ever seen, and we're anxious to have you express your approval of them. This season there's an added touch of daintiness that is very fetching, while the prices have been placed remarkably low.

Lovely White Waists.

Not many left—each in a box.

Ready to be presented to a little woman, who will be surprised by your thoughtfulness and the good fit, if you can suggest an idea of the size to the salesperson by comparison with some one nearby, when you are making a selection.

Greatest Bargains in Smart Shirt Waists This Season.

The makers planned last year when June was boiling hot and there weren't enough Shirt Waists to go around. This year a cool June brought them long faces and a big stock on hand. They have held on as long as possible, but mid-July is imperative clearance time and so—bargains.

Women's Waists.

In seeking a waist you need only to suggest the sort you are after. Multitudes of every right and stylish kind will be forthcoming if necessary. Selection from our stock is a mighty easy matter—for the assortments are so extensive, and are so imbued with every element of beauty, style and worthfulness. We hold up a four-in-hand just to hint at the low-priced ones.

Women's White Wash Waists—Interesting Specials for Tuesday.

Thousands of beautiful white waists, excellently made in the most stylish and becoming fashion for spring wear. The prices are exceptionally low and will surely be found within the means of the most economically inclined.

Women's Shirt Waists.

In the chorus of claims—the clamor and hue—that get into type concerning Waists—do not overlook our styles, qualities and prices.

We have collected the stock intelligently, not whimsically—selected all that is best in material, trimmings, models and workmanship. The variety is now at its height—not a popular effect missing. That's interesting to thrifty women who want their warm-weather wardrobe trig and complete before the rush days. We selected the materials, not the waists. Bought these splendid cotton fabrics in the piece while cotton cost little, and took it to the manufacturers while business was dull.

They made up these elegant creations at half the remuneration they are accustomed to receive, and this feature, with our timely purchase of the fabrics, enables us to offer them to you at less than half. They're exclusive in style, and there's a bewildering diversity of fashionable conceits awaiting your choosing.

Shirt-Waist Sale Without a Parallel.

We have secured over 10,000 cotton shirt waists from one of the best makers of these goods in America—a maker who has gained a wide reputation for the superior excellence and perfect finish of his productions. They have come to us at very much less than the usual cost, and we are going to sell them at lower prices than you have ever known for equal qualities.

The Sale of the Season in Women's Shirt Waists.

The great shirt business we've been doing this season—by far the largest we've ever done—has not come to us by chance, but it is the logical result of selling worthy and desirable goods at uncommonly low prices. Yet, notwithstanding the many remarkable value-givings which this great selling indicates, we're prepared to offer to-morrow better bargains than any you've had from us.

Fresh Arrivals in Fall Shirt Waists.

Those in search of the first new things in becoming waists are sure to find satisfaction among these hundreds of correct styles. Velvets, silks, flannels and brilliantines, all at special price inducements for to-morrow and the week.

Fall Silk-Waist Sale.

Even more than usual care and watchfulness have been exercised in the planning of this event. Little more than a glance at the brilliant assemblage of fine, handsome, silken garments that now awaits you is necessary to confirm that statement. It has not been delayed a single day, nor is it a moment too early. It's simply on time. The size of the audiences in attendance during the next few days will doubtless testify to the fact that this announcement has been looked for—is welcome.

Women's New Waists—Spring and Summer Styles.

Though still early in the season, we are showing a most extensive variety of Waists adapted for Spring and Summer wear.

Among the newest styles are those made of all-white Madras, Canvas, Piqué, Broché, Damask, Jacquard, Brocatelle, Rayé, Vesting, Duck, Irish Linen, Butcher's Linen, Lawn, Batiste, Organdie, Muslin de Soie, etc.

Smart Styles in Women's Waists of Silk and Cotton Materials.

Every garment is faultlessly fashioned in the best style, and the variety is unexcelled elsewhere. Prices, too, have been made decidedly advantageous. The following are especially good values:

More New Cotton Waists—The Most Desirable Styles.

Every good point in the making of a fine Waist seems to have been caught and embodied in these charming models, and they are rendered doubly inviting by reason of the little prices. Judge for yourself.

Shirt Waists Cost Half Now—Handsome Lawn and Madras Waists, 75c.

You can't fully realize the importance of this remarkable sale of waists unless you come and see the throngs of discriminating women choosing at half price.

It's the maker's loss and your gain. The season has been so late that he could not dispose of his enormous manufacture as rapidly as his business instincts dictated, and to clear out the immense stock he sold them to us at a sacrifice of just half.

A Special in Women's Smart White Etamine Waists at 85c.

Through a specially good chance we got a lot of these handsome new waists under price, so can afford to give this bargain.

They're printed with two wide Bulgarian border designs in pretty insertion effect, and made with tailor-stitched plaits on front; the backs are plaited, and they have separate trimmed collar. Wednesday only for 85c.

Beautiful Lace Waists as Illustrated, To-Morrow, $5.98!

These exquisite creations will cause lively selling in the waist store to-morrow, for they are without exception the finest value in lace waists we've seen this season.

Tea Gowns, Wrappers and Dressing Sacques.

Two-Piece House Dresses.

These are shown in large variety of striped and figured percales and linen lawns in attractive designs. The former comes as low as $1, and up to $2.50. The lawn dresses are $2.75. The waists are all very prettily made and trimmed, and the skirts liberally cut and have deep hems and trimming of braid or embroidery.

Luxurious Wrappers

At half prices. This is an extremely attractive group of dainty Wrappers, that are faithful copies of imported models, beautifully carried out. They are of Crêpe de Chine or India Silk, lace-trimmed, allover lace, French flannel, cashmere or fine white lawn embroidered or trimmed with lace and ribbon.

Kimono Wrappers.

They are of cotton, crêpe, albatross, crêpe de Chine and similar light, airy materials, and made up in the popular and effective Japanese fashion. Persian trimmings add a pretty touch to many. Colors are for the most part light—and the wrappers are distinctly summery in general appearance.

Women's Wrappers Wonderfully Cheap.

We don't often make use of such an expression as "wonderfully cheap"—but the facts call for it in this instance. No other term can so fittingly describe the values we've been able to prepare for this end-of-the-year sale. Take these wrappers at .38, for instance. Notice how well they're made, how full the skirts are, how prettily they're finished—and then see what others ask for anything as good. You'll say we've stated the case exactly. And it's the same throughout the entire line. No such values have ever been offered before.

Comfortable Dressing Sacques.

A sale of Summer comfort—that is practically what this sale of dressing sacques amounts to. You need them now, the loose, lounging garments that make the house bearable during the hotter months. So we tell you about these. . . .

They are handsome dressing sacques, the entire stock of a man who makes only the very finest garments of the sort. There are many styles—every one excellent; every sacque a dainty, pretty gown. Yet the prices for them tomorrow will be scarcely more than half the regular cost.

A SPLENDID LINE TO ADVERTISE

No line of ready-to-wear garments possesses more good points for the exercise of the talents of the ad.-writer than

EIDERDOWN

Dressing Sacques, Bath Robes and Golf Vests

and none of these so well deserves all the ad.-writer's praise as those made by

GREENWALD BROS.

NEW YORK, 5-7-9 Union Square W.
PHILADELPHIA, 309-313 Arch Street
CHICAGO, 183 Dearborn Street
BOSTON, 77 Summer Street

Eiderdown Sacques.

So many kinds of these cozy, comfortable little house coats for women. Prettily made, whether it's one for 50c. or for $4.25. At the lower price are sacques of good eiderdown, with crocheted edges of zephyr, no raw seams anywhere; the sort of sacque that usually sells for 85c. There are excellent grades at $1 and $1.50 and so on up to $4.25, for a luxurious sacque of ripple eiderdown, satin bound. Various desirable solid colors in each size.

Women's Eiderdown and Flannel Wraps, Dressing Sacques and Kimonos.

Comfortable garments for home wear which the cool weather of the last few days will suggest that the sooner you don the better. We show, of course, only the most desirable styles, and the price throughout will be to your liking.

Flannelette Wrappers, Sacques and Gowns.

At all times we show a more diversified assortment of House Garments than any other store. At present our displays are at their very best.

All the very latest fashions in Wrappers, Sacques and Gowns are here. Materials are the very best, and the general finish is faultless. From the many remarkable values we quote the following:

White Lawn Wrappers.

Light, airy Lawn Wrappers, simple or befurbelowed, Empire, kimono, or conventional styles, trimmed with lace or embroidery—in all manner of pretty ways. Makes a woman look cool and comfortable, and feel so, too.

A Clean-Up of Wrappers.

We never carry stock over from season to season, and in order to make a clearance of all light-weight wrappers now on hand have cut the prices mercilessly, as may be seen from the extraordinary specials here named:

Tea Gowns.

Every woman knows the charm of Tea Gowns—the prettiest modification of négligée dress. We have an unexcelled collection, and we sell them on the Macy basis—which is the most reasonable of all. Draw your inference from these brief descriptions and quotations:

Negligee Garments.

There is scarce a model of Bath Robe of Turkish Toweling or Eiderdown or a Kimono of Outing Flannel or Crépon, imported or domestic, which our department lacks.

Flannelette Dressing Sacques—New Styles—Reduced Prices.

These are the popular Kimonos. Of a very good flannelette, in new patterns—fancy stripes and large and small checks, in various good colorings. The yokes and wide borders are in solid matching colors. The style of Kimono dressing sacque has been selling as an exceptionally good value at $1 each. Price, 85c.

Kimono Dressing Sacques.

Women's Kimono dressing sacques—a charming Japanese conceit. The wide, flowing sleeves are peculiarly graceful; suggestive of elegant négligée without a hint of carelessness or abandon. Made of sheer white lawn, with solid border in delicate tints. Short styles, 89c.; long styles, $1.49. Nothing could be daintier for morning wear in the home. The prices are exceptionally low.

Eiderdown Dressing Sacques.

Soft, fleecy, luxurious and almost too pretty for their humble purposes. Valuations most generous:

$1.00 Kimono Sacques, 49c.

By way of pendant to the collection of economies on the second floor we offer 100 dozen sheer lawn kimono dressing sacques, worth $1.00, at 49c. The colors are pink, light blue and white. These garments are distinctively Japanesey—loose fitting with flowing sleeves—ideally négligée.

Lawn Dressing Sacques.

Here is a seasonable offering of just such négligée garments as the dainty woman delights in. The prices, too, are as attractive as the sacques themselves.

Negligees and Peignoirs - Exquisite New Styles from Paris.

Women who would know the extent to which grace, daintiness and beauty may be wrought into such things as négligées and peignoirs—garments for my lady's leisure—will find an object lesson in this small but faultless group of exquisite lounging gowns from Paris.

Some are designed primarily for boudoir or bed chamber; others may be worn when receiving informally—all are perfect of their kind—and full of the sparkle of inspiration. One shows the readiness with which the French adapt new ideas to their own ends—it is a "Loie Fuller" négligée, that in its flowing draperies, and the narrow, ribbon-like border of red that furnishes the only coloring, suggest the fire dance of the famous artist.

Then there are others—marvels in crêpe de Chine, surah, pongee, armure, voile and figured veilings; and dotted Swiss muslins over silk slips:

Women's Cashmere Wrappers.

New ideas in trimming effectively expressed through the aid of satin and velvet ribbons and braid and lace insertion. This ornamentation on various solid colors of cashmere produces house gowns of the needed warmth with an attractiveness heretofore lacking. $4.50 to $20.

Women's Wrappers—The New, Warm, Pretty Kinds.

Of course, you've been thinking of this subject. So have we, and you'll be delighted to see the result of our planning and gathering. Is yours to be of flannellette? We have never had prettier wrappers than these new ones in that material. Stripes, figures and dots. New in cut, new in trimming design. $1 to $3.75.

Of cashmere, perhaps, or of flannel? Many styles of these. The new shades, all solid colors. Prettily trimmed with ribbon, with braid, and some with lace. Those of cashmere are $4.50 to $20. Those of flannel, $4.50 to $6.50.

Elegant wrappers of silk. Won't try to describe them. They're $12 to $16.50. Kimonos, too, in plentiful assortment. Some very attractive ones, of French flannel and silk, at $12 to $18.50.

Women's Gowns, Underskirts and Wrappers.

We wish it were possible to so describe these garments that their actual quality would be apparent to you. Then we'd be sure to see you here bright and early Friday.

Robes Reduced.

These are among the handsomest and richest Robes that Paris has sent over this year. It is the season's wind-up—and in order to hasten their end we've subjected them to substantial reductions. A gala chance for all who are interested in wedding trousseaux.

Fine Wrappers at Low Prices.

These are handsome wrappers of cashmere and albatross in solid colors of light and cadet blue, pink, lavender and red; some trimmed with lace, others with ribbons. Not quite a hundred, but in a wide variety, as there are only a few of a kind. To-day priced this way:

New Conceits in Women's Wrappers.

Here are ten thousand wrappers and house dresses made of the newest materials, prints, percales and flannellettes, the newest shapes and the most fashionable styles, made especially for this sale at the same ratio of prices, all with full, wide skirts, even the lowest-priced ones.

You Can't Write Good Advertisements

unless you have the right goods to talk about. We can always supply you with splendid trade-makers in

PERCALE WRAPPERS

From $7 to $21 per doz.

LAWN WRAPPERS

From $7.50 to $24 per doz.

LONG KIMONOS and NEGLIGEE EFFECTS

From $7.50 to $36 per doz.

SHORT KIMONOS

From $4.50 to $21 per doz.

DRESSING SACQUES

From $4.50 to $24 per doz.

SILK KIMONOS

In Plain Colors and Fancy Effects

Samples on Request

JOS. B. FLAHERTY

119-121 WOOSTER STREET, NEW YORK

New York and Pennsylvania: Lem De Wilde.
San Francisco Office: Juda Bros., 328 Market St.
Denver Office: Dreichlinger & Co., 1625 Lawrence St.

Chicago Office: I. Jacobs and L. Jacoby, Adams Express Building.
Boston Office: Wm. I. Blumberg and F. D. Collins, 564 Washington St.

Lawn Wrappers.

The cool, delicate fabric is shown in a pleasing variety in this collection of home-gowns. Plenty of pure white ones in new styles of making. They are $1.75 to $8.50. Then there are the prettily striped and checked, the handsomely figured, and the no less desirable kinds in new solid colors. For these, 75c. to $5.

Wrappers and Silk Waists

At sharp reductions. A most important price-reduction happens to-day on a group of superb Waists that are copies of exquisite foreign models. They are of Crêpe de Chine, Chiffon, Allover Lace or Louisine, and are particularly suitable for afternoon and evening wear at Summer resorts. Only one of a style, and just half price.

Eiderdown Robes.

You may acquire comfort in large quantities by means of these Lounging Robes of ripple eiderdown, and get it in a large variety of styles. The general characteristics of the robes are the same—soft, fleecy, attractive materials, in plain colors, made with full fronts and fitted backs. The differences lie in various effects of trimming.

Maids' and Nurses' Apparel.

The hard-to-find apparel is as much a part of our business as that which is in every-day demand. Perhaps that accounts for these modest prices.

Flannelette Wrappers.

There is much of comfort and prettiness in this group for a little price. For instance, the wrapper at $1. It's of a good and neatly figured flannelette, well made and attractively trimmed with braid; full front, fitted back. Various other styles and qualities and slight advances:

Thousands of Women's Wrappers.

Ten thousand wrappers, very cheap in one sense, but not in the other; they bear out the full meaning of that sterling word—good! The designs are pretty, new and exclusive. Made of percales, lawns, dimities, indigo and mourning effects, and all at prices lower than ever known.

Women's Wrappers.

One hundred dozen women's figured lawn wrappers, with yokes trimmed neatly and tastefully with braid. A conservative estimate of their actual value is 75c. Any woman who will buy the material and make one will appreciate the saving that 75c. renders possible. We have twelve hundred of these wrappers ready—choice at 49c. Think of it—49c.! They'll be the center of a rush.

Flannelette Wrappers.

Vary them as you will, you can't detract from the comfort of flannelette wrappers for chilly mornings. And as far as these styles are concerned, the variations only make them prettier and more attractive.

Cashmere Wrappers, $3.50.

Dainty enough to please the most fastidious woman, yet extremely practical.

In four charming styles, trimmed with lace or ribbon; full fronts and Watteau backs. In rose, red, sage green and Gobelin blue.

And, besides their inherent attractiveness, they're priced far below their worth.

For they are $5 and $6 wrappers at $3.50 each.

Women's Eiderdown Garments—An Exceptionally Attractive Advance Showing of New Styles and a Very Special Sale.

One of the strongest attractions in connection with this event is the littleness of the prices. A wealth of Eiderdown Garments for Fall and Winter. Ideal for comfort and each year becoming more and more popular. Some are plain, but generally speaking they have never been prettier. Because of this and their now widely recognized usefulness, they make very acceptable presents. This year's opening sale is planned upon a very elaborate scale and totally exceeds last year's preparations. To-morrow's showing will represent the fact that the best styles and fabrics obtainable are here in broadest selections.

Wonderful Economies in This Sale of Maids' House Dresses.

For years this store has been noted for its correct outfitting of maids and matrons. Having made a specialty of these uniforms, we are able to make this exceptional offer. Here's a chance to get the very best house suits—absolutely the right thing, and as good as they can be made—at prices so small that you can save a half or more by buying this week.

Pretty Kimono Gowns and Sacques.

Perfect in fit and fashion. Fascinating in appearance and design to suit even the most particular taste. And ever so little priced.

Opening of Dressing Sacques.

Always having more and more beautiful sacques to tell about makes it hard to emphasize the most beautiful. But this display should open with a loud report. Domestic and imported sacques—no greater collection has been gathered—in magnet styles and colors. The prettiest are comfortable, the most comfortable are pretty. See these—the first, especially.

White Negligees.

Nothing is more dainty or comfortable on the warm mornings than one of these cool white négligées. They provide ample dress for breakfast and early morning wear around home. Some of them are quite simple, and the prices begin at $3.75 for a very handsomely made gown of white lawn, large round collar, full sleeve finished with hemstitched ruffles. Others are quite elaborate, even dressy; and yet all are light as a feather in weight, and the coolest possible form of dress.

Lawn Kimonos and Sacques, 49c.

This uniform reduction price on a lot of dainty Lawn Kimonos and Dressing Sacques will bring about the clearance we intend. The garments were originally sold at much higher prices—this for a clean-up.

Eiderdown Dressing Sacques, 98c.

These dainty little garments are just the required weight for chilly Fall mornings. They are made of good quality ripple eiderdown in the prettiest colors, with effectively appliquéd collar in contrasting colors and two silk frogs on front—splendid value at 98c.

Women's Wrappers and Kimono Sacques and Gowns—Newest Styles; Broadest Selections.

All the newest effects in the most pleasing color combinations are here in profusion. Not only are these gowns graceful and neat appearing, but they're extremely comfortable and serviceable garments.

Most attractive prices have been featured for to-morrow, and should prove a boon to bargain-seekers.

Eiderdown Robes—New, Handsome, Luxurious Kinds.

More attention has been bestowed on fit than formerly. The figure of the wearer is not wholly lost in these latest cuts. And there's an improvement in the trimming effects. Most conspicuous in this gathering are the attractively appliquéd robes. Satin ribbon is also effectively employed on some; others with neat designs of cording. All solid colors in new shades. $5 to $13.50.

Matinees and Tea Gowns.

Many of the matinées and tea gowns we display are either original models or modifications of styles created by the foremost designers of Paris and Vienna. However, all the beauty and grace of these dainty garments cannot be monopolized by foreigners. American modistes are pressing the Europeans hard. Soft silks, billowy woolens and foamy laces have been combined, as never before, in women's négligée dress. There is genuine elegance—real charm and prettiness—in every one of these:

Lace Robes—A Lavish Showing.

We have gathered Lace Robes from many different sources to make ready for the great demand for them this season. These have come from Paris, from Vienna, from New York—in manifold, delightful variety. The Paris Robes are, of course, extremely artistic. Of those of the intermediate and higher prices there is only one of a design. Colors are black, white, cream and combinations of these. Materials are lace, chiffon, voile and fine lawn, trimmed with ruffles, appliquéd motifs and bands of lace, chiffon, silk or braid. Among the laces used are Chantilly, Lierre, Esprit, Guipure, Cluny and others.

Altogether the showing is elaborate and most attractive. Prices for robes of such unusual beauty and distinctiveness are moderate—$11 to $175.

House Dresses.

Gifts for your maids and waitresses. Frocks becoming enough to please them; tasteful enough to please you. Bright, attractive, tidy, in cheerful, light colors, neat patterns, and broad proportions. Made with accuracy; bodies completely lined. Prices:

Spring Style Kimonos—Very Special Values Tuesday.

To-morrow we shall feature several lots of the newest styles in kimono sacques and gowns. All are excellent garments, neatly fashioned from good materials. Large variety of styles and patterns. Prices, too, are an attractive feature.

Kimono Sacques and Gowns—Newest Styles in Pleasing Variety.

Tuesday we feature the most attractive effects in the new style Kimonos. All the most popular materials, very best cut, finish and workmanship.

Moderate prices, too, are a cardinal feature.

Maids', Waitresses' and Nurses' Regulation Apparel.

Included in this sale are all the most pleasing effects in the newest styles. Every garment is guaranteed superior in fit and finish, and for Thursday price advantages are particularly emphasized. From the scores of values we specially mention the following:

Muslin Underwear.

Our Annual June Sale of Undermuslins

Begins to-morrow morning. Of course it will be bigger and better than its predecessors. The order of progressiveness demands that. It will establish a precedent for great value-giving and will make strong claims for your consideration. The superiority of materials, the liberalness of sizes, the perfection of making, the merits of careful needlework and fine trimmings, all are virtues that must appeal to every discriminating and careful woman.

Women's Muslin Underwear.

All of these goods are just from our own and other factoreis—factories in New York and the environment of New York. Their freshness is evident. Examine critically. You'll find no soiled creases, no dinginess; there's a crispness and delicacy about the trimmings that all women with dainty tastes admire. The shapes, sizes and workmanship are excellent in every respect. Nothing has been slighted or skipped that would enhance their grace and goodness.

The one overshadowing, vital, unchallenged fact we wish you to fully comprehend is that our prices are invariably less than elsewhere. That truth, thoroughly proven, backs our bid for your preference.

A Sale of Misses' Underwear and Guimpes

On Wednesday and Thursday—the chance of the season to fill future as well as present needs. Values that will astound you—for we offer nothing but good materials, well made in ample sizes, daintily trimmed—and prices that mean a saving of one-third on prices existing elsewhere.

Muslin Underwear.

You can't get up such underwear as this at such prices—not if you put your entire labor in for nothing. But these prices are for six days only, remember.

The White Sale Muslin Underwear.

The usual bargain limits selection—compels you to take the arbitrary style that happens to be in the offering. The usual Muslin Underwear Sale is the same way. One style—possibly two—is offered at a low price. If you want to pick and choose, you must pay more. This sale is unapproached by all others in that it not only offers splendid garments at the most exceptional prices, but it provides such variety as is not thought of elsewhere!

When You Advertise Muslin Underwear

You should remember that

The Defender Mfg. Co. Muslin Underwear

Will Advertise You!

We not only supply you with that which it always pays to advertise—viz., a good article—but we also furnish all the necessary cuts and other ad. helps that will insure the sale of every garment you buy of us. Write for full particulars.

THE H. B. CLAFLIN CO.

New York.

GARMENT DEPARTMENT.

Fine Undermuslins.

The Underwear department of the big store is larger than a great many entire stores. Only the best grades of ladies' and children's undermuslins are sold here. We are the exclusive sellers in this vicinity of goods from three of the largest and best makers in the United States. This shows our selling capacity.

Women's Muslin Underwear.

The reportorial instinct inspires the hackneyed statement that our enormous sales of muslin underwear have thrown all competing efforts in the shade. The same commonplace pen adds the trite expression that a vast quantity of new garments at old prices will give fresh vitality and universal interest to the selling this week.

Semi-Annual Sale of Women's Muslin Underwear.

It starts to-day and will be without doubt the Greatest Underwear Sale we have ever held, furnishing more and greater opportunities for money-saving than ever before. The goods came from the largest and best manufacturers, and consequently were made in clean, healthy factories. Every garment is perfect in shape, generous in proportion, and wonderfully cheap in price.

The "May" Undermuslin Sale.

"The Greatest of All Muslin Underwear Sales"—that was the initial headline of our first announcement. The facts it represents become more and more clear as the movement develops. At this writing the sale is two hours old, and the crowds, already immense, are growing larger every minute. The buying is as quick and vigorous as it can be. Even now the facilities of our organization are being taxed to the limit to serve customers. The action of the public in regard to this Undermuslin Sale amounts to a spontaneous ovation. Such prompt recognition, such widespread appreciation and such active enthusiasm are pleasant tributes accorded to our successful endeavors to provide.

Continuation of the Muslin Underwear Sale.

The crowds multiply as the days proceed, and the variety and values do not lessen. We've guarded against skimpiness. Our own and other reliable manufacturing organizations are at our command. The Autumn Sale has been planned on large, liberal ideas—nothing narrow or ephemeral about it. You may depend upon the attractions being as worthy and tempting any day as they were on the initial day of the movement. That's our notion of proper service. In spite of every statement and claim of others, the fact remains that the best offerings are here. Comparisons—ample and unbiassed—prove it. Take the matter up yourself if you are interested in Muslin Underwear. That's the sure way of reaching a firm and unmistakable personal conviction.

NON-SWEATSHOP GOODS ONLY

SIEGEL BROTHERS

65-67 Wooster St. 379-381 West Broadway

NEW YORK

Boston Office—Phillip's Building
San Francisco Office—18 Sutter Street
Philadelphia Office - 1033 Chestnut Street
Chicago Office—Cor. Adams St. and 5th Ave.

Manufacturers of the Celebrated

"Eagle"

"Brand"

Muslin Underwear and Shirt Waists

Perfect in Fit, Finish and Workmanship

SIEGEL BROTHERS

65-67 Wooster St. 379-381 West Broadway

NEW YORK

Sale of French and Domestic Muslin Underwear of Extraordinary Interest, Scope and Importance.

At no time in our history have we carried, displayed and offered such enormous lines of high-grade garments or quoted such prices as follow below. Poorly sewed and shaped underwear (cheap in finish, look and trimmings) has no place here. Perfection in every detail, from finest fabrics to tiniest stitch, stamps these stocks. Amplest sizes, daintiest trimmings are characteristic features. New, fresh, immaculate goods will alone be found at incomparably lowest prices.

Great May Sale of Muslin Underwear.

A far-famed half-yearly saving event. Monday morning at 8 o'clock sharp begins our half-yearly sale of muslin underwear and fine French lingerie—a memorable event known to all as the greatest sale of its kind that takes place in this town. Every garment which enters into this sale was made amid the best sanitary conditions from the most reliable materials. We placed our orders months ago in order to keep idle hands busy during dull periods, and to-morrow's prices represent a saving in many instances of fully one-half.

Our Annual May Sale of Muslin Underwear

Commences to-morrow (Monday) morning, and it will be a sale such as has not been known for many a long day. Your grandmother would have looked with scorn on a woman who did not make her own or her children's underwear. But if your grandmother could only see the heaps of white beauty on our second floor she would throw needles and thread out of the window, and forever and a day forswear the making of underwear. Cleanest, freshest, daintiest underwear at lowest prices. These are our points of excellence—the cheapest, the best. That says it all.

Muslin Underwear Department.

Caters to your needs with stocks that are simply overflowing. A walk through this section will tell you more in a minute than we could describe in a whole page. Special values for Monday.

A Muslin Underwear Hurrying—"The Best Qualities for the Least Cost."

Ever that motto is effective—when lived up to. Ever it keeps this store of muslin underwear far in the lead. Now a huge gathering of excellent garments —those good enough for nice wear, yet strongly made to stand the rougher usage of vacation time—make price offering that will not easily be neglected. We tell you of some; but there is a multitude unmentioned, though just as worthy.

Muslin Underwear.

The most successful January Sale in our history. Every garment is good; low price is second consideration, yet there is a saving of one-third all around. Sales are greater each succeeding day—that is the best evidence that no such values are obtainable elsewhere.

Another Underwear Occasion.

Muslin underwear has been the drawing card for January Sales, and to end this month most fittingly have brought forth our entire stock of French lingerie, whose becomingness and daintiness are sure to capture the woman for a purchaser, who delights in these fascinating garments. Simply irresistible are they, and—well the same may be said about the prices. We enumerate prices on domestic gowns only, the French wear must be seen to be appreciated.

More News of Muslin Underwear Savings in This Sale of White.

January economies continue—this has been the greatest of all White Sales and many thousands of worthy garments have found new owners through it. Yet for to-morrow values are as unusual as on the sale's first day. No garment is ever permitted a place unless good enough to sell at regular prices—that is the rule that brings no disappointment to purchasers, that maintains the reputation of the Store.

A Sale of Underwear for Children.

Daintiness without impairing the service is the salient feature of the garments which this offer embraces. The prices have been materially reduced because of incomplete sizes.

Women's Muslin Underwear—Opening of the Autumn and Early Winter Sale.

The Underwear Store, always famous for its great stocks of excellent garments at moderate prices, signalizes the November Sale by a specially good variety of offerings. More and better Underwear than ever before in November.

Greater assortments. Everything that the discriminating purchaser can possibly require or desire. The prices are specially low.

Powerful Undermuslin Values.

Thousands of pieces of new, fresh and crisp undermuslins are offered at prices that must commend them to the most careful buyers. Styles and models of the most desirable kind.

Now Come the May Undermuslins—Of Larger Interest to Woman than Ever—Highest Quality Garments Lower than Cost to Make.

Our white goods sales always have a significance that puts them above the ordinary plane of the commonly advertised sales. In the first place, they are timed to suit the convenience and advantage of the largest number, and, second, they are looked forward to and planned for so much in advance of the happening that the character of the goods is the very best that the world can produce and at prices that are practically incomparable. This May sale always consists of garments that are of the highest order—the finer quality of underwear which every woman takes pride in having in her wardrobe. As for the prices, they are in many cases under the cost of making. We mention some below; there are numbers of others.

A White Sale Clean-Up—Hundreds of Muslin Garments at Small Prices.

A month's enthusiastic selling has blown through these stocks of white garments like a cyclone. Everywhere in the country round about the goods have been distributed, excepting the groups that the storm of public demand did not dislodge.

To-day we gather up the aftermath, and mark stirring reductions on prices that were unmatched for lowness before. Here are the items:

We Prove It.

Taking qualities into consideration, you'll find the prices of our Muslin Underwear the lowest in town. Contemporaneous retailers indulge in the same claim. We vindicate it. Prove it daily to the satisfaction of thousands.

The Annual White Sale

Is one of our pets—an event upon which we bestow with a lavish hand the best efforts that our great buying organization is capable of—and for months the preparations have been carried on on both sides of the Atlantic in order that the sale may come up to our standard of excellence. We hope that it will—for it's a high standard—one that but few stores in the whole world can hope to reach.

Therefore, it is with pardonable pride that we invite you to attend the opening day, for which we submit the following special values:

Underwear and Infants' Wear.

Our annual underwear and infants' wear sale begins Tuesday morning with the largest assortment of highest quality garments. The materials are the best that have ever been used, and each garment is cut and finished with a carefulness that will commend it to the most fastidious and exacting critic. Some of them are just pictures of lace and fluffiness.

Trousseaux for Brides—Summer Supplies for All Women in This June Sale of White Garments.

Such is the refined character and excellence of the Muslin Underwear in this June Sale that the bride selecting her trousseau cannot find finer or more beautiful garments than are in the White Sale collections unless she visits our store in Paris.

In fact, so faithful are many of these special goods to the designs of their Parisian models that the chief difference between them and the French goods is largely the fact that the latter are hand-made, while the White Sale goods are machine-made, of course.

Daintiness, beauty, refinement of style, clean, careful workmanship, are characteristics of all our White Sale garments; and prices average a third below value. This brief hint of price-ranges:

The Sale of Muslin Underwear.

This year greater, and more deserving of this splendid success than ever before. Better, because of finer and more beautiful garments. Better, too, because we have secured more ample quantities of the very low-priced garments, of which we never could secure sufficient quantities before.

The Lingerie Sale

Is one of our happiest opportunities. Shopping nowadays is tempered by a keen sense of economy. From store to store the pilgrimage turns. We suffer nothing through it. It enables us to forcibly argue our position relative to values and standard.

Opening Display of Imported and Domestic Lingerie.

This city's greatest Muslinwear store again invites you to a surpassing beauty feast of white. Gorgeous creations from abroad, all hand wrought; daintiest skirts, chemises, corset-covers, gowns, drawers, wedding trousseaux and infants' wear—the very embodiment of muslinwear beauty. But so charming, so exquisite of pattern, so deftly finished are the domestic pieces that to decide between the two becomes a task indeed. We have, however, prepared each kind with impartial lavishness and invite you to the finished show, realizing full well that our efforts will meet with your sincere commendation.

The Muslin Underwear Sale of the City.

We say "the" advisedly—because nowhere else are garments of equal quality being offered at the prices we quote. Made of good Muslin and Cambric, neatly trimmed with lace and embroidery, ample in size, they are offered at prices that reveal the possibilities of modern merchandizing.

Muslin Undergarments, Dainty Sorts, Reduced.

Chances among these attractive groups, to save as much as a third on pretty muslin underwear, made and finished in the best of taste.

We have been doing a little stock-adjusting, and these lots come out for quick dispersal at the newly reduced prices. Women will seize eagerly upon the dainty garments.

May Undermuslin Sale—"Crisp as New Money."

The writer, mingling in the thick of the throng, in order to overhear and record the comments of disinterested visitors to the May Sale of Muslin Underwear, was struck with the spontaneous metaphor, "Crisp As New Money," uttered by an appreciative woman as she surveyed the wide-stretching heaps of garments. She hit it off accurately and epigrammatically. "The prettiest Muslin Underwear—and the best." That's the unanimous verdict—the opinion of discriminating women upon tasteful women's work. The sale opened with intensity. It will continue with vigor. An overflowing abundance of incomparable values is the irresistible incentive to large and rapid trading.

Dainty Muslin Underwear.

We have raised our standard higher than ever this season. None but the best Underwear can find a place in these Stores—not necessarily the most expensive garments, for we have plenty of Underwear at low prices; but those which are well made of good material, properly shaped, carefully finished and generously cut. Less than a dozen American factories produce goods fine enough for us; the other makers must find a market in the stores where low price, not quality, is the first consideration.

Mill-End Prices for Ladies' Muslin Underwear.

Just a word. We have always got something to say about Underwear, and more especially now when white sales are all the rage. Our stock will bear any amount of favorable comment, and our prices are right—another feature sure to please you.

Annual Summer Special Sale of Manufacturers' Sample Undergarments.

These samples were secured (as they are about this time every year) from our leading manufacturers of Muslin Underwear, at a price concession, and are strictly high-class goods of the very best shapes and designs.

Some are plain; others are trimmed with dainty laces, embroideries, ribbons, in such styles as good taste suggests. The collection, while large in the aggregate, comprises but one or two garments of a kind.

These high-class sample undergarments will be put on sale Monday morning at prices very greatly below the usual.

BOSTON OFFICE:
JAS. F. McLAUGHLIN, 523 Washington Street.
KITZINGER & ZELENKO.
Misses' & Children's
CLOAKS
AND
SUITS.
KITZINGER & ZELENKO
KITZINGER & ZELENKO.
64 66
ST. DENIS
THE WAY TO BUY BIG VALUES IN MISSES AND Children's OUTERGARMENTS.
64-66 EAST 11th St., NEW YORK.
JUST A Minute from Broadway.
SAN FRANCISCO OFFICE:
A. ROTHSCHILD & CO., 11 Sansome Street.

Misses' and Children's Garments.

Outer Garments for Misses.

A bid for the patronage of all discriminating mothers and daughters prompts us to ask you in plain language if you've ever tried us for Misses' Garb? This section of this store is busy daily with mothers and daughters who have been here before—and who will again come—because they like the store and its goods.

The stock of Misses' Outer Garb assembled here is fine, ample and varied—to suit all the tangents of safety. The garment at a few dollars is right and worthy, and the costlier goods are not priced a penny beyond their true value.

Misses' and Children's Coats, Suits and Skirts.

The makers of Coats and Suits for Misses and Children have worked as carefully on styles and finish as those designed for women. Hundreds of new styles for the girls are here—modish and practical. Special for Saturday's selling.

Children's Wash Dresses.

Time to be looking out for a supply of wash dresses for the children. These are right in every way, and a third under-price to boot.

Some Attractive Bargains in Girls' Dresses and Coats.

Reduced prices rule to-day on three alluring groups of Girls' Outergarments—Woolen Dresses, Coat and Wash Dresses. Careful mothers will find among them many a welcome opportunity to get stylish, pretty, reasonable garments for their daughters at really important savings. Here they are:

Daintiest and Smartest of Cheeriest New Spring Styles for Misses and Girls.

Warmer days are slipping rapidly around. Spring is in the air. Uppermost in the minds of thousands of mothers is the thought: "What shall I get my daughter?"

We solve the question readily and delightfully. The Department for Misses and Girls is thoroughly representative. It is by all odds the largest in the world, the most completely stocked and most attractively priced. Everything is here.

"ALTMAN'S"

THE PLACE FOR

MISSES' SUITS

[ADAPTED FOR SMALL WOMEN]

THE MOST STYLE
FOR
THE LEAST MONEY

M. ALTMAN & CO.

43-45 East 12th Street

NEW YORK

Misses' and Little Women's Garments.

The specials mentioned to-day are the last of several choice lots made to our order by a first-class manufacturer, at a quarter less than his usual charges —his way of filling in a temporary dull period in the factory. These garments, therefore, are offered at nearly a fourth less than actual value; and they are going fast, for the little women are buying them as freely as the girls.

Girls' Spring Suits Under Price.

The astonishing timeliness of our yesterday's offering of Women's Spring Suits, vastly below their regular values, is duplicated to-day, in point of opportunities and price, in this offering of Spring Suits for Girls of 14 to 16 years, at one-third below value.

The reason at the bottom of it is the same—they are Sample Suits of his Spring styles, from one of the best manufacturers of girls' garments. Naturally, they came here, so that you have the remarkable occurrence of handsome, beautifully tailored suits, in the coming season's styles, just when the demand for them is beginning, at end-of-the-season prices.

Misses' Skirts.

Bring the misses to us. There are surprises here. We offer better quality, richer style and larger variety for less money than ever. No other store can approach the following values:

Rainy-Day Skirts for Girls.

There isn't a more practical and sensible thing for school wear than the rainy-day skirt. Every day more and more girls are wearing them to school—they are very serviceable and trim-looking. And there's no lining to make the skirt sag or draw it out of shape. A rainy-day skirt, or walking skirt, or general utility skirt, whatever you choose to call it, is perhaps the most useful part of a girl's wardrobe. The "hang" of the skirt is the important thing to look out for—there's nothing to hide bad tailoring. Be as critical as you like here—ours will stand the test.

Newness in Children's Wash Dresses.

These are those new and fashionable and effective creations in wash dresses for the girls. The assortment is an exhibition in itself and well worth more than a glance. Lots of ideas for the older folks among them.

New Skirts for Girls—The Pedestrian Style.

These new pedestrian skirts for girls are just the kind most suited for out-of-door wear during the Autumn weather. They are stylishly and durably made of double-faced cheviot in all shades—brown, blue and Oxford mixtures. They are well tailored.

Artistic Advertisements

OF

Right-Styled and Right-Priced

CHILDREN'S DRESSES

Always bring good results

WE GIVE YOU
NOT ONLY THE

Best Merchandise in

Infants' Dresses, Sailor Suits, Misses' Two-Piece Suits, Russian Blouses and Guimpe Dresses

BUT ALSO

Salesroom on the Ground Floor

A Strong Assortment of Attractive Newspaper Cuts with Which to Push Sales

GUS. LURIE & CO.

18-22 WASHINGTON PLACE, NEW YORK

Girls' Separate Skirts.

A separate dress skirt, or several of them, make a welcome and always useful addition to a girl's wardrobe.

Here is a group of about fifty that will afford an excellent chance to buy such skirts at a decided saving. They are taken from our own stock; are of black or navy blue cheviot or serge, and are trimmed in a number of stylish effects. Some are lined, others unlined; lengths are 36 to 40 inches.

Girls' and Misses' Attire: Tempting Saturday Selling.

An opportunity that will be welcomed by thousands of mothers who will scan with surprise such a pre-Easter offering—such a great gathering brimful with cute, correct conceits. It will be a revelation to the most exacting mamas—the most modish misses—it will be the season's best chance for the new spring outfit. Think of these:

Misses' Spring Suits, $14.75—Smartest New 1904 Styles.

All that is correct in this world of fashion is being shown at our store, and the prices are positively the lowest, quality and style considered. These suits and coats are exclusive—the kind in which you'll be proud to see your daughter attired—the kind over which she will go into ecstasies. No mother or daughter can resist them, because they're so beautiful, so handsomely tailored and yet cost you so little. Here's a fair example:

Smartly Tailored Spring Garments for Misses and Girls.

The dainty miss who revels in the delights of pretty clothes will be charmed by the new spring displays. The bright-eyed younger sister will go in ecstasies over the latest and jauntiest things in spring clothing that busy-minded designers and tailors have so cleverly fashioned. The misses' and girls' sections of our big store have long been famous for their stocks.

Misses' and Children's Coats, Suits and Dresses.

The top notch of style characterizes these elegant garments for girls, which have been specially selected and marked under usual prices for Saturday's selling.

Children's Dresses.

We show many mothers how to escape the tyranny of cutting-board and sewing-machine—and save money by doing so, without letting the children's dresses lose anything in the way of style, fit and service. Go over the attached list. Notice what the descriptions say in regard to materials—then consider the prices. It is straightforward advertising that should bring the frugal here straightway.

LET US PROVE IT!

If you're looking for excellent values in Children's Dresses you'd better see our line when in the market.

Write for Booklet

It Will Pay You.

We show more styles than any other house in the country.

ELECTROS FREE

Our prices range from $2.25 to $120.00 per dozen.

Samples upon request.

S. PHILLIPS & CO.,

23-25-27-29 WASHINGTON PLACE,
NEW YORK.

Annex Factories, Brooklyn.

Children's Dresses and Skirts.

All the beauty, elegance and delicacy that good taste can desire; all the durability, comfort and simplicity that good sense can demand. An assortment to linger over; prices to rejoice in:

Children's Coats—Two Elegant Styles from a Large Number.

Each day adds new beauty to this splendid variety of Fall outerwear for the little ones. Particularly true as to the showing of jackets. As in the newest coats for adults, here, too, are shown many wholly new ideas in both cut and general trimming effect. There are very attractive full-length coats for girls of 6 to 12 years, at $5 each. And numerous others at prices that just advance in the easiest sort of steps, up to the very finest grades.

Rare Price=News of Girls' Summer Dresses.

This is a collection of fresh, new dresses of ginghams, dimities and lawns that is scarcely matched at regular prices. They are beautifully made, in the most tasteful style; and the sewing is well done throughout. The opportunity came to buy about two hundred dresses at a half and some at a third of their worth. The same opportunity is yours to-day. They are really wonderful dresses, to be bought at less than the making alone is worth.

Remarkable Offers of Girls' Dresses.

One of the most interesting events of the year. One thousand one and two piece dresses made of cotton materials, very tasteful, fashionable and really good. We have succeeded in getting them at about one-third of their market value and pass them along to you at like advantage.

An Important Fall Showing of Girls' Dresses and Wraps.

This is merely a preliminary showing of girls' and children's wraps and dresses for early Fall wear.

But, though small in actual numbers, it is extremely rich in suggestion and full of interest. The newest ideas in material and treatment are represented in the collection, which comprises stylish walking suits for older girls, delicate dresses for the little tots, capes and reefers and automobile coats.

Girls' Warm Waists—Pretty, Comfortable, Moderately=Priced.

Some new flannel garments have just arrived. Made to fit girls of 10 to 16 years, but made after the styles elder sisters like best. But little attempt at trimmings in these, outside of the new plaiting designs. They don't require elaborate trimming. Effective enough without.

Just three qualities mentioned here.

Misses' and Children's Garments.

Practically, we have only two classes of customers in this department—one class that buys immediately, and another that goes out, "looks around," and then comes back to purchase.

Girls' Walking Skirts at Less than Yesterday's Prices.

These Walking Skirts are far more comfortable for Summer wear, whether in city or country, than skirts of dress length. But they're absolutely essential, if you're going into outdoor pastimes with a zest.

Children's Natty Dresses—Leading Fall Styles for School and Better Wear at Attractively Low Prices.

The advent of September finds this popular section of our store splendidly stocked with widely representative varieties of everything that is new and desirable for children. And just as conspicuous are the exceptionally low prices. Mothers having the element of economy pleasantly in mind will readily welcome these special attractions from among many for Friday and Saturday.

Girls' Cool-Weather Frocks.

Dainty little gowns in an almost endless variety of charming juvenile styles are here to greet mothers looking up Fall or Winter outfits for the little girl. The materials are the smartest and most becoming in vogue and the price will please.

Misses' and Children's Suits and Coats.

The largest variety—the latest novelties—the absolute certainty of obtaining correct attire in the most becoming form; these coupled with lowest prices are the advantages we offer.

Girls' Flannel Waists.

Enough like shirt waists to be easy and convenient; enough like dress waists to be trim and stylish. Pretty Fall shades, girlish; made to fit. Three instances:

Girls' Tailored Suits—$15.

That's merely the beginning of the story. The pith of it lies in the former values—$22.50 to $35. You make a saving of the difference. Stylish, smart suits they are, too, for girls of 14 and 16 years. Suits, one of which every girl should include in her summer outfit—for traveling, driving, cool days and the like. Materials are covert cloth, cheviot and broadcloth, in a variety of good shades, and mostly silk-lined throughout. Tailoring is the best possible—and the suits at their new price are rare bargains.

Misses' and Children's Wear—Unparalleled Sale -Unparalleled Prices.

Last week's sale was the most successful ever held in this department. Never before was new, stylish, dependable merchandise offered at such low prices. There is still good choosing left in several of last week's lots, and for this week we've added many.

Misses' and Girls' Wear.

Few stores give the time, care and attention to the apparelling of misses and girls than does this. In fact, 'tis quite a hobby with us. We see to it that every garment possesses not only style and quality virtues, but also tone, character and individuality—and, above all, that correct youthful effect which gives an indescribable charm most pleasing to all.

Another Great Saturday Sale of Girls' Fancy Washable Dresses.

Judging by the way we sold them last week, one would think that all the little maids of this town had been supplied; yet, although we do more than our share that way, it takes many, many thousands to do that, and there are thousands still to be benefited by such values as these.

Girls' Golf Capes and Coats.

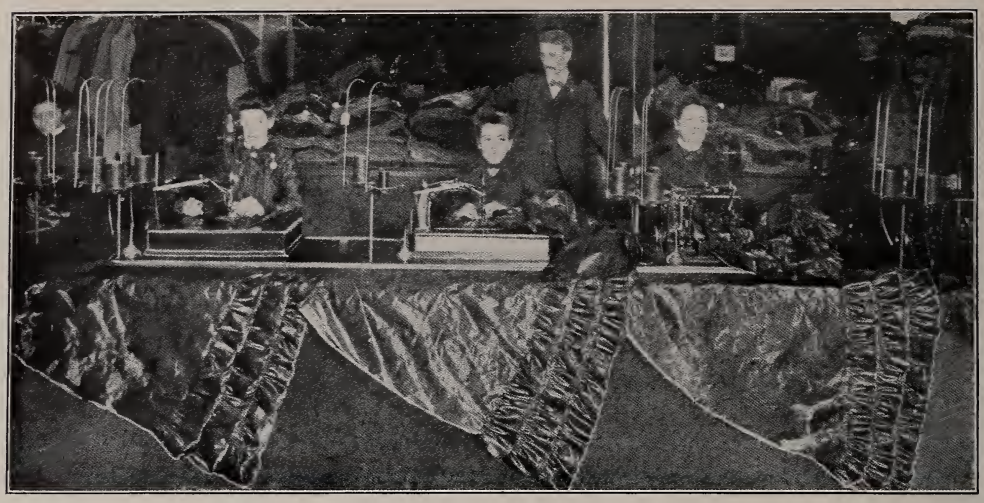
These smart, stylish, warm and practical garments are made just as handsomely for girls as for women. We have a most profuse variety for girls of all ages. Of double-faced cloth, with plaid black, at $5.50, $6 and $8.50. These hints of coats:

Rarely Low Prices on Children's Dresses.

Dresses at $5 that are worth $7.50 to $9. And here's the why for of it. A manufacturer found more of this season's goods on his hands than he liked, for he wanted to commence work on his Spring samples. So he made up these dresses—carefully and well, with generous hems—and accepted our offer for them. We have added, from our own stock, enough dresses to make a full assortment of sizes, though you won't find every size in each kind. They are of pretty plaid and fancy mixed materials, made in different styles and variously trimmed. Some very attractive ones have a bolero opening over a silk blouse. Sizes for 6 to 12 years. Not many at the price.

Two Lots of Girls' Dresses—Both Bargains.

One-piece suits collected into two lots, all of which are confidently expected to find pleased wearers before the close of to-day's selling. All are prettily made of seasonable cloths, and are for all sizes from 4 to 14 years.



The Greenwald Demonstration

Whereby the sanitary manufacture of the famous "G. B." Petticoats has been illustrated, has been shown by

THE EDWARD MALLEY CO., New Haven, Conn.
BROWN, THOMSON & CO., Hartford, Conn.
RINES BROS., Portland, Me.
THE WM. HENGERER CO., Buffalo, N. Y.
BURKE, FITZSIMONS & HONE, Rochester, N. Y.
THE LA SALLE & KOCH CO., Toledo, O.
DUNN, TAFT & CO., Columbus, O.
A. M. ROTHSCHILD & CO., Chicago, Ill.
THE POWERS MERCANTILE CO., Minneapolis, Minn.
L. S. AYRES & CO., Indianapolis, Ind.
THE JOSLIN DRY GOODS CO., Denver, Col.
WEINSTOCK, LUBIN & CO., Sacramento, Cal.
MEIER & FRANK CO., Portland, Ore.
STONE, FISHER & LANE, Seattle, Wash.
SPOKANE DRY GOODS CO., Spokane, Wash.
THE M. J. CONNELL CO., Butte, Mont.
JOHN WANAMAKER, Philadelphia and New York.
SIEGEL-COOPER CO., New York City.
GIMBEL BROS., Philadelphia and Milwaukee.
BLOOMINGDALE BROS., New York City.
HUTZLER BROS., Baltimore, Md.
S. KANN, SONS & CO., Washington, D. C.
BOGGS & BUHL, Allegheny City, Pa.
HERMAN STRAUSS' SONS CO., Louisville, Ky.
W. H. ELSINGER & CO., St. Paul, Minn.
THE WM. BARR DRY GOODS CO., St. Louis, Mo.
R. H. WHITE & CO., Boston, Mass.
FORBES & WALLACE, Springfield, Mass.

And is being weekly exhibited by others.

This is the most expensive and effective advertising enterprise ever undertaken in the garment line and has made the

Greenwald Petticoats

the most popular garments of their kind.

GREENWALD BROS., 5-7-9 Union Square West, NEW YORK.

PHILADELPHIA: 309-313 Arch St. CHICAGO: 183 Dearborn St. BOSTON: 77 Summer St.

Petticoats.

Sale of Silk Petticoats.

Made of fine quality Taffeta silk. Various models, handsomely designed. Newest fashionable ruchings, with folded, tucked and hemstitched ruffles.

Complete range of colors: white, black and white, and black.

White Cambric Petticoats.

No woman ever has too many white petticoats for Summer. Little puddles of water, little whirlwinds of dust and little bedragglings over car and "L" train steps are always limping and soiling them.

A maker's overproduction affords you the opportunity of supplying your wardrobe liberally at very small prices.

Women's White Petticoats, made of fine cambric and muslin, trimmed with pretty lace or embroidery.

A Stirring Sale of Petticoats.

New. Right for wear with Spring suits and dresses. And so much under their worth that you wonder how they can be made for so little. Take the pretty seersucker Skirts, 45c.—or the rustling silk Petticoats at $5.98—or any between. There is saving enough to make a special trip to the store worth while to-morrow.

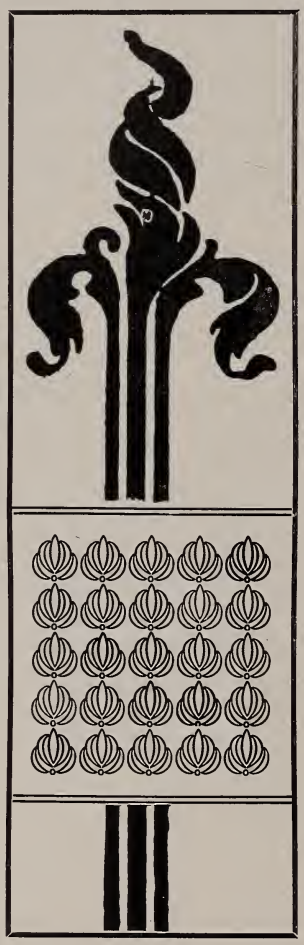
Colored Petticoats—New, Handsome, Practical.

These very serviceable garments are made with much more care and taste than they have been in the past. They are finished with knife-plaited ruffles, or prettily gathered ruffles; some are stitched in tailor effects. The styles are as pretty as in silk petticoats—some even have silk ruffle around bottom, giving the real silk finish to very serviceable petticoats. Some are given added warmth by a lining of flannelette.

Silk Petticoats—A Wide Choice Between $5 and $20.

Every one of the numerous prices between those extremes is a moderate one for the petticoat it stands for. And every petticoat in the broad assortment is in a wholly new attractive style. Some have the new flare flounce and plaited ruffle; some have neatly gathered ruffle with cording above; some with crinkled plaited ruffle, an effect much admired; and others with plain plaited ruffle with additional ruffle of ruche. All the new solid colors, and black; also in attractive black and white stripes. Exceptionally good values around the $5 to $10 marks.

KNOWN AND SOLD *from* COAST TO COAST



Petticoats

in Profusion in

Silks, Mohairs and Mercerized Fabrics.

Every new idea in
STYLE, FABRIC or TRIMMING
finds its best expression
in the celebrated

Princess Metternich Petticoats.

Ask for Samples of Special Sellers.

J. DRYFOOS' SON,

9-11 University Place, New York.

Colored Silk Petticoats.

Dashes of color to meet the Fall breezes. New, rich, typical October shades in strong, rustling taffeta. Ruffled, plaited, pinked and corded in the very latest shapes. A winning display. . . . These prices—

Colored Petticoats for Summer.

Many new styles in this recent arrival of sateen underskirts—styles not only new, but attractive. Most of this lot are of "mercerized" sateen—a process of treating the fabric that gives it the appearance of silk and makes it more durable. They are $2.75 to $4.75. Other sateen petticoats in solid colors, at $1 and $2.50.

Silk Petticoats.

The Silk Petticoats, prime requisites for the perfect Spring costume, are here in a multitude of charming new tints and effects that will impel every woman to indulge herself. No reason why she shouldn't, either—prices are extremely moderate.

Black Sateen Petticoats.

Women who have worn them during the last period of rainy weather have had rather the best of it. In appearance, comfort, durability, economy, sateen petticoats have much to recommend them.

Fine Silk Petticoats.

This relates only of solid-colored sorts, but they're all in the latest shades. Some new ideas in plaiting and in cording, too. You'll be surprised to see what an excellent quality we're offering here for $5. Then in the easiest sort of steps, prices advance to $18.50, for elegant, elaborate kinds.

A Flurry of Silk Petticoats—A Saving of More than a Quarter and Nearly a Half.

And a great collection it is—a large gathering of the new Spring silk petticoats—the kinds you want to see, whether you need to buy or not. We've made special preparation for this showing to-morrow, and you will find the prices in keeping with your very best wishes. Some are plain silks, some changeable effects, fancy stripes, etc.

Here are a few of them:

Flannelette Petticoats.

Surprisingly cheap, yet attractive in pattern and making and trimming. One sort at 25c., another at 35c. and at 50c., 65c., 75c. and 85c. The weather and the low prices both suggest the need of these.

Petticoat Perfection

Made on Class 9800 Machine.

is only obtained by the use of Union Special Machines.

They make absolutely perfect garments for less money than can be made by any other method.

The superiority of these garments is known all over this country.

That's a point buyers, sellers and advertisers of petticoats should always bear in mind.

Union Special Sewing Machine Co.

General Eastern Office: 47 Leonard Street, New York.

Factory: Michigan, Franklin and Kinzie Sts.
Office: 75 Kinzie St., CHICAGO.
PHILADELPHIA Office: 731 and 733 Arch St.

New England Office:
96 South St., BOSTON.
578 Mission St., SAN FRANCISCO, CAL.

Black Sateen Petticoats—Very Good Values.

An excellent quality of sateen; carefully made; deep accordion-plaited ruffle, finished with small gathered ruffle. The price is 75c. each. They were very moderately priced at $1.

Sensible Wash Petticoats.

Of the ever-reliable ginghams, most of them, in neat striped patterns. The kind of Summer petticoats that are cool, but have body enough not to get limp in a hurry. Very well made, in liberal proportions, with the proper flare.

Here are the gingham ones:

Colored Petticoats.

No one claims that colored petticoats are as pretty or as dainty as white ones. But for general wear the business woman finds the former far more serviceable and much more economical.

These are sensible and practical—well made, low priced, and they do not bulge the Summer laundry bills.

Flannelette Skirts.

These are mostly prettily striped petticoats—a few in solid colors. Tastefully trimmed and well made. They cost but little. 35c. is the starting point. Little steps upward to $1.25.

Silk Petticoats—A Twofold Bargain.

Silk Petticoats are, if possible, more essential to a woman's costume this season than ever.

Hence, this double-barreled offering of handsome, crisp Silk Petticoats, well made, of taffeta of excellent quality, and at a welcome saving of $1.50 to $2, will find instant appreciation.

$3.95 for $5 Silk Petticoats.

We're going to have a special sale of Petticoats, Kimonos, Dressing Sacques and Muslinwear, that by sheer force of rare values will bring a crowd of particular women. There's a great saving on every garment you buy, and you'll pronounce it an opportune time to add several to your wardrobe.

Silk Petticoats—Two Offerings Worth Noting.

If the manufacturers had had their own way, these handsome Silk Petticoats would have to be sold at the higher values mentioned. We had ours, with the result that women can make a pretty saving to-day on petticoats of excellent quality of silk and handsomely made and trimmed.

Handsome Silk Petticoats at Five Dollars.

Just pure good luck—no reason in the world for such an offering, except that we are able to make it.

New, brilliant Taffeta Silk Petticoats, full of rustle and luster, in black and all the beautiful colorings, light and dark, with accordion-plaited ruffles, edged with ruching of gathered ruffles.

A Sale of Silk Petticoats.

Indicative of a woman's good taste is the daintiness of her unseen apparel. It's seldom that one finds garments as rich in material and elaboration as those offered here so far under price.

White Petticoats.

We have a very attractive collection of white petticoats, fluffy and effective models, trimmed with dainty laces, embroideries and ribbons, in matinée, dancing, trained, golf and walking length, many of which are quite inexpensive.

White Petticoats.

To a Summer gown, a white petticoat lends a daintiness which adds much to the effect. Some of the inexpensive ones are rich enough in elaboration to suggest the pretentious imported models.

The New Petticoats.

The present season's display here embraces a wide range, from the simplest of garments up to the most elaborate. Special offerings for this week include the following:

Thin Black Petticoats.

There's lots of solid comfort to be obtained from these thin Summer petticoats of black percaline or sateen. They're priced in a most reasonable way, too, considering how well, not to say stylishly, they're made. $3.25 buys the most expensive style—these are less:

The New Washable Petticoat to the Front—These at 49c.

And they're the biggest surprise in value you've ever seen for 49 cents. Made of excellent quality striped ginghams, with one deep, full ruffle—they're the epitome of daintiness and serviceability.

Annual Sale of Silk Petticoats.

It required six months' persistent labor to prepare for this annual sale of fine silk petticoats and get prices to a point so low that they will astound the trade. Now we're going to leave it to you whether it was worth the while.

Silk Petticoats Underpriced.

The season's been backward—so the manufacturers say—that's why these prices are possible. Crisp, new silk petticoats—the most wanted kind—latest cuts, newest shades—at about cost of manufacture.

Colored Petticoats.

If you could buy another petticoat or two, be sure they were of fine materials, smartly made, and pay a small fraction of the regular price would you be interested?

A Thousand $2.00 and $1.50 Petticoats at 98c.

This sale of Petticoats is absolutely without precedent in the annals of the trade. It is one of the biggest scoops we have ever made—so far as values go.

Our purchase consisted of a thousand, and we'd have gladly taken three times as many at the price. It's a maker's entire line of samples and surplus stock. They are:

About Fifty Petticoats of Taffeta to Go at $2.98.

Not many, you see, and the bargain is so exceptional that we advise you to get here very early if you'd profit by it. These petticoats are made with one plaiting, finished with biased ruffle and underlay of nearsilk.

The regular price is $3.98.

Nobby Silk Petticoats for Easter—All Very Specially Priced.

We could make up Petticoats to sell you for less—very much less—but a few week's wear would cripple them. We do not care to sell you unreliable merchandise—at any cost. We leave that to some one else. Price considered—as well as quality—there's nothing to equal these.

The Swish of a Silk Petticoat.

Something eminently satisfying to the wearer in the rustle and *frou-frou* of a Silk petticoat.

These attractive new ones possess more than the rustle—they are full of style, with their accordion and umbrella flounces and pretty trimmings of lace, plaits and ruchings; and the prices are quite within reason.

Four groups of present interest, with Easter costumes to be gotten up:

E. Rosenheim's Son

OFFERS TO ALL

Buyers and Advertisers

OF

Infants' Long Cloaks
Infants' and Children's Cloaks and Reefers

Just the right sort of merchandise upon which to build a satisfactory, profitable and growing business.

141-145 Wooster Street
NEW YORK

Infants' and Children's Wear.

Babies' White Coats—A Sample Line—Under-Price.

A maker's samples of rich little White Coats, all fresh and new, and now offered at prices, many of which are below the usual wholesale prices! Of Bedford cord, cashmere, silk and prunella cloth—all elaborately finished, lined and trimmed, with lace, embroidery and braid. Three groups:

Warm Wear for Little Folks.

It saves mother and isn't hard on the family purse to buy whatever is needed for clothing the little folks—the business is almost a hobby with us. Besides what may be called the "every-day" clothing, there are sumptuously handsome pieces here—but that story can be told some other day.

Children's Outfitting.

One of the first thoughts of every mother is, where she can best outfit her offspring. Their wants are many, and to provide them to advantage and at lowest cost, is a problem that confronts her.

It is generally admitted that in no other place can this be done so thoroughly or from the same variety for selection.

The certainty of finding the very best article to be had for the price, is coupled with the fact that a large portion of our wares are novelties not to be found elsewhere.

Our range is from the lowest grade, consistent with true economy, to the finest hand-made goods to be had in Europe or America.

Many Fine Styles Among These Girl's Suits.

The price-range, $10 to $90, gives some idea of the scope of the collection. But it fails utterly to give an adequate picture of the variety, the beauty of the various suits grouped at each price, the diversity of materials, colorings, trimmings. Those you must discover by personal inspection.

They're a charming lot, and the proper suit is here for every type of girl, dark or light, tall or petite, from 14 to 18 years. Examples:

Dresses for Girls.

Has the little girl gone half or two-thirds through her early-summer wardrobe? Probably—the time of season justifies it.

Enter, then, auspiciously these attractive little dresses at half to two-thirds less than their early-summer prices.

To-Day,

more than ever before, *the success of your Children's Dress Department* is dependent upon attractive and substantially made garments.

While of late years the improvement in the character of children's dresses has been more decided than ever before, the majority of makers have not kept up with the times.

"The Largest Children's Dress House in the United States"

always show not only the greatest advance in character of children's dresses, but, owing to the wide range of selection, offer you greater opportunities to enlarge your field of business and increase your sales.

Merchants desirous of holding what trade they have, and adding to it, will find that our lines—representative, as they are, of the highest talent in the art of children's dress making at moderate prices—furnish the best medium for advancement.

Attractive Cuts Furnished Free Upon Request

Infants' and Children's Dresses.

We are offering a particularly dainty and attractive line of dresses, sizes one to three years. Made singly or at home, they would be much more expensive, but manufactured in large quantities by trained operatives using improved machinery, we can offer a great variety of these dainty goods at very moderate prices.

Some Girls' Reefers at a Smart Saving.

A mighty lucky stroke of business, securing this attractive lot of Girls' Reefers to sell so much below their value.

Just fifty-four in the lot; all regulation style, in a variety of handsome mixtures and plain colors; altogether as stylish, warm and comfortable coats as you'll be apt to find.

Suits and Dresses for Little Girls.

Our assortments for Fall, which are larger and broader than ever before, present excellent styles and materials in thoroughly well-made garments—and the prices throughout are extremely moderate.

Infants' Dresses.

We call mothers' attention to the especially desirable character of these offerings—they represent money-saving values impossible to home production, and again illustrate how thoroughly the most complete "Children's Store" serves the public.

Children's Dresses.

Is your child's wardrobe in touch with the warming weather? Don't burden the little one with unseasonable clothing. Here are dresses—charming and low-priced dresses—that are made for May wear.

Children's Reefers and Coats.

They'll flit away as soon as seen. Select the style you like best, find the size, and the sale is made. Our prices simplify business. You know they are right. For instance:

A Chance in Children's Reefers.

Pretty cloth reefers for the little people of 2, 3 and 4 years. Just the sorts of early-morning, early-evening and chilly-day wraps that careful mothers like to have at hand even in the warmest weather. . . .

Cheap, of course, for their best time of service is over. But so cheap that it becomes an extravagance not to provide for the Summer's emergencies—and think of next Fall's wear, too. Prices are not far from one-half what they originally were.

A Sure Sign *of a* Sure Selling Line

OF

Infants' and Children's

WHITE WEAR,
COLORED DRESSES,
GUIMPES and
GUIMPE DRESSES

Up to 12 Years.

We have the best of reasons for knowing that it pays to handle a line of high-grade, artistically constructed, yet reasonably priced garments of this sort. We have started and stocked many departments of this kind and they've thriven and grown greatly—and we've grown with them.

Whitehead & Asiel,

24-34 UNIVERSITY PLACE, NEW YORK.

Apparel for Infants and Children.

Every conceivable necessity and luxury for the children (from birth to their fourth year) find a place in this department.

Babies' Winter Coats.

If it were possible to make the little ones more attractive, this stock contains the means. Certain it is, too, that never were warmth and comfort and elegance more satisfactorily combined than in these garments. Many pretty, good kinds are shown, to meet all tastes, all purses.

Girls' Fall Suits – Two Styles That Fairly Represent Many.

They are not the best, nor the most attractive, nor yet the most moderately priced we have. They simply stand for a large assortment, and we are willing you should judge qualities, styles and values generally in that collection, by these two:

Dresses for Girls.

There is interesting news to-day, of both washable dresses and tailored suits for girls. The stock includes a very complete variety of both simple and elaborate dresses for girls of all ages—all most tastefully made, and most reasonably priced. Some have such particular interest that we tell of them:

Girls' Reefers and Jackets.

Wearing time enough for you left—they are as much Fall coats as Spring coats, and they have plenty of use in Summer time, too. But as merchandise they have outlived their welcome. And so here's a beautiful lot of stylish jackets and reefer coats for ages from 4 years to 16 years. Nearly 250 in all, which should give you choice enough.

Girls' Jackets and Reefers – Reduced.

We have about a hundred very pretty jackets for girls, that will make stylish wraps for early Fall wear—for school or for dress. Most of them are in the box-reefer style that is to continue its popularity this Fall. Others have the fitted waist. They are in most desirable colors, well tailored and many very prettily trimmed.

An Important Special Sale of Wash Dresses for Children.

Something like five hundred dresses, divided into five classes, are involved. The fabrics, styles and methods of elaboration are varied—very much so. No matter which of them is as you would have it, the saving is about one-half.

Girls' Suits Reduced One-Fourth

Or more. We firmly believe in clearing out the odd lots and broken sizes among these handsome suits for girls now, when they are just beginning to be needed, rather than later.

Children's Reefers.

Reefers—the garment of the period for children—stylish, unequally serviceable, natty and dressy—real bargains that every fond mother of a tot should remember.

Girls' School Dresses.

Because dresses are intended for every-day wear for school hours or playtime, there's no reason why they shouldn't be pretty and attractive, as well as serviceable.

Girls' Spring Reefers.

One warm spring day, then another, and another until you wonder why you haven't bought spring wraps for your children and yourself before.

You'll find these charming little reefers for girls of 6 to 14 hard to resist, if you come here on an investigating tour. In their jaunty styles and their effective materials, they are most attractive. And, beginning at $5, the selection is broad—two styles at that price, two at $7.50, and so on upward. Further news:

Price Reductions on Children's Garments.

Little lots, gathered from here and there, of children's seasonable garments, and priced in a way that's bound to find new owners for them speedily.

Children's Coats and Reefers—A Sale That Saves Mothers Money.

We were lucky to get these pretty Coats so much underprice. There are dozens of pretty styles, ranging in value from $4 to $32, and priced to-day at $3.25 to $22.

No Place Like Ours for Outfitting the Babies.

Bless their little hearts, nothing is too good for them, and mothers know that there is nothing pretty or becoming that they can anywhere find in such assortments as here! The largest department devoted exclusively to the babies—a place where the little tot can be fitted out with everything needed from earliest days up—everything at those popular prices for which we are famed.

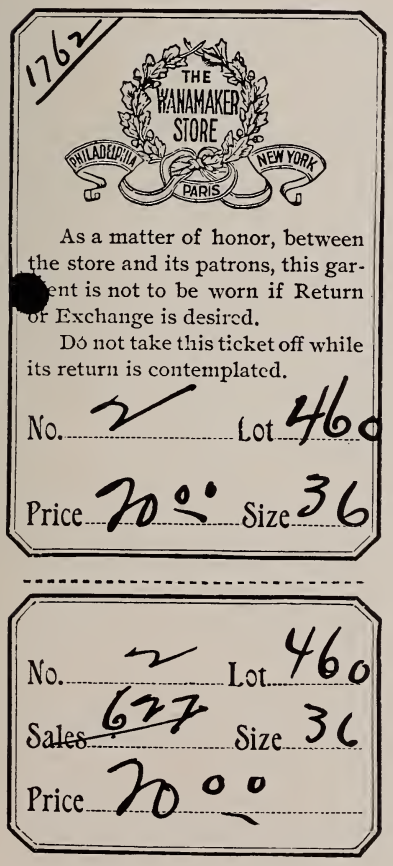
The Wanamaker System.

How the Women's Wear Is Bought, Handled and Sold in the Big Broadway Store.

THE course of a tailor-made suit or other garment through the various departments of a big store, showing all the handling it receives from the time it leaves the factory until it is finally worn in the annual Easter parade on Fifth avenue, is a longer one than most people think.

In every store there is a system of handling merchandise, but it seldom happens that the same system is in use in two stores in the same town. Clerks who change positions usually find it necessary to learn an altogether new system for handling stock.

In different sections of one store a system adapted to the needs of one department is ofttimes utterly unsuited to other parts of the establishment.



It is our purpose to describe as briefly as may be the inner workings of the garment department at the big Broadway store of John Wanamaker. This department is under the direct charge of Robert B. Wilkinson, who is without doubt the best-known buyer in the realm of the ready-made.

Mr. Wilkinson has to-day one of the most elaborate yet simple systems for keeping track of his purchases which can be found in the trade. This system begins with the placing of the order with the manufacturer.

These orders are always on a regular printed form, supplied by the house, a copy of which we show in miniature. They are made out in duplicate by the use of carbon paper, and are signed by salesman and buyer.

All specifications which may

be necessary must appear on the face of the order, and everything called for must appear in the merchandise delivered.

Indeed, Mr. Wilkinson is considered a very easy man to get along with, by those who take orders and fill them properly, but those who promise more than they fulfil have found the practice unprofitable so far as his orders are concerned, as failure to live up to agreement is the one unpardonable sin in this establishment.

The Order Book.

When the salesman departs with a signed order for garments a brief transcript of the order is entered in a book kept for the purpose. This book is something on the order of a ledger, and is posted in a similar manner, the main difference being that two pages are used, one for the order, the other for checking off receipts. We show a sample account in this book, showing three purchases, the first one being delivered in one shipment, the second in two lots and the third undelivered.

The order side of this account is perfectly plain, one line to a color being allowed on each order, unless the quantity of goods called for was so large as to make several shipments necessary. If such were the case blank lines would be left in order to permit several entries of receipts.

The other side of the account shows first, the date of receipt of goods; second, the number of pieces which in the first line will be seen shows the order to be entirely filled, while in the second and third lines double entries show two deliveries, and here the quantity delivered in each lot is shown, with date of receipt. The numbers, 1976, 2014, etc., are serial numbers stamped on the bills as received, and as they are filed in numerical order, any one of them may be readily found when wanted. The last column shows the amount of each bill.

Goods Undelivered.

When an order is entered in this book, as above, a still more brief entry is made in a second volume. This is a record of merchandise due. A sample page of this book is also shown. Here also two pages are necessary for a complete entry, which covers a period of one week.

The first account here shows the transaction with "J. H. Blank & Co.," which was made March 4th, and amounted to $91. This order was delivered, as we will see later on, Monday, March 7th, hence the dates 8th and 9th show nothing due from "Blank & Co." The order given March 9th for $682.50 appears as an item due on March 10th and 11th, and is reduced on March 12th to $253.50, showing a delivery of $429 on the preceding day.

The third order for $714 does not appear on this sheet, but would be added to the $253.50 on March 14th, making that entry read $967.50.

The second account, "Dash Manufacturing Company," is entered in the order-book on its own pages in the same manner as that of "Blank & Co." Here it shows unfilled orders amounting on March 7th to $1,087.50, on March 8th to $656.25, and on March 10th, $538.50. In

this case two lots of goods have been received and their value deducted from the total due.

NOTE—This order is given and can be accepted only upon TERMS noted below.

For Dept.....New York, *Mar. 4, 1904*

JOHN WANAMAKER,

To Messrs. *J. H. Blank & Co.,*

The TERMS on this purchase are *Net 10 days.* *No dating.*

Broadway and 9th St.,

City.

Bills not marked in this way will be returned for correction. These Terms are correct.

Signed, *J. E Blank.*

Time of shipment *Mar 7*

NUMBER.	PRICE.		COLOR.	32	34	36	38	40	42	44
743	6	50	Black	2	2	4	4	2	—	—
					Styles	*positively*		*confined to*		
						John	*Wanamaker,*			
						New	*York.*			

Form of order blank.

The third account, "American C. & S. Co.," is similar to above, but shows three deliveries.

The account of the "N. Y. Waist Co." shows delivery of one lot, and the increase of goods due by the entry of an additional order.

The last account is shown to be delivered in one lot, leaving nothing due and no further order given.

It will be noticed that these entries for successive days are so made as to show the total due from any one source each day. By adding the columns daily, the quantity due from all sources may be readily ascertained. This is a good guide to the buyer, as it always tells him how much merchandise he must expect on unfilled orders.

Goods Delivered.

There is a third book used in booking these orders which shows the quantity of goods received on order each day of the week. Like the "Due" book, it contains the names of all supply houses, and is arranged to show receipts for an entire week, or the entire month to date.

All the items entered in the "Due" book are shown, as each one is credited with one or more deliveries. The amount in the column under

ON ORDER BOOK.

Each day's figures are total.

			Mar.	7	Mar.	8
		J. H. Blank & Co.	91	—	√	
		Dash Mfg. Co.	1087	50	656	25
		American C. & S. Co.	2736	—	1698	65
		N. Y. Waist Co.	375	50	375	50
		Roberts & White.	750	—	750	—

Binding margin.

Mar.	9	Mar. 10	Mar. 11	Mar. 12				
√		682.50	682.50	253 50				
656	25	538.50	538.50	538.50				
1698	65	826 30	826.30	151				
265	50	703	703	703				
√		√	√	√				
					Daily	To	tal	

Binding margin.

Above represents two pages facing each other.

any date shows the receipt of goods to and including that date from each concern since the first of the month. Any column totaled up shows the entire receipts of the department to the date of the column, and affords a ready comparison with the corresponding period of former years.

These three books show all that is needed to know regarding supply —any two of them will prove the accuracy of the third.

Examination of Goods. When goods are received they are immediately opened and examined. All found to be correct are put in stock, and those which are deficient are at once returned. Goods sent in excess of order are also returned. The examination is most thorough, including a close inspection

INDIVIDUAL ORDER BOOK.

Showing orders and deliveries.

J. H. Blank & Co.

March 4	743	Black	32/2	34/2	36/4	38/4	40/2		6	50	91	—
March 9	767	Black	34/6	36/10	38/6	40/4	42/2		9	75	273	—
"	767	Brown	6	10	6	4	2		9	75	273	—
"	767	Blue	3	5	3	2	1		9	75	136	50
March 12	317	Black	32/2	34/6	36/10	38/10	40/4	42/2	10	50	357	—
"	317	Brown	2	6	10	10	4	2	10	50	357	—

Binding margin.

March	7	14	1976		91	—
March	14	16	2133		156	—
March	11	12	2014		117	—
March	14	10	2133		97	50
March	11	18	2014		175	50
March	11	14	2014		136	50

Binding margin.

Above represents two pages facing each other.

of fabric and workmanship, a trying on—usually on a figure, and where for any reason advisable, on a living model. The examination is followed by numbering, pricing and assigning the garment to a suitable place in stock, the location depending, of course, on the nature and character of the garment. It is there entered on the stock sheet, and is ready for sale.

Stock Tickets. The stock ticket which each garment bears is made of a cloth-backed paper, on which is recorded in duplicate all necessary information—the maker, the lot, the price and the size—each being designated by number.

We show one of these tickets at the beginning of this article, on which will be found the number "1762." This is the matching number

DELIVERY BOOK.

All figures include previous amounts.

			Mar.	7	Mar.	8	
		J. H. Blank & Co.	91	—	91	—	
		Dash Mfg. Co.	431	25	431	25	
		American C. & S. Co.	1047	35	1047	35	Binding margin.
		N. Y. Waist Co.			110	—	
		Roberts & White.			750	—	

	Mar.	9	Mar. 10	Mar. 11	Mar. 12				
	91	—	91	520	520				
	549	—	549	549	549				
Binding margin.	1919	70	1919.70	2595	2595				
	110	—	110	110	547.50				
	750	—	750	750	750				
						Daily	To	tal	

Above represents two pages facing each other.

by which an accompanying garment may be readily selected which is a perfect match. On the lower part of the ticket will be found "Sales" with the number "627" written in. This shows who sold this particular garment.

As an additional safeguard against loss of ticket from a returned garment, a tag (of linen) is sewed loosely in the sleeve lining. This tag bears all the marks which appear on the ticket.

Stock Sheet. The stock sheet used in this department, a sample of which we show, is a very ingenious affair. It is arranged to show everything which the stock clerks need to know regarding the goods in stock.

The method of keeping this sheet is as follows: First assign one line

STOCK BOOK.

MANUFACTURER	STYLE.	COST.	SELL.	REDUCTIONS.			MONTHLY SALES.						WEEKLY SALES.				
				1	2	3							1	2	3	4	5
1079	743	$12.50	$20.00	$1.00	$2.50	$5.00			10					5	5		

Continuation of above across page.

ON HAND.	DAILY SALES.						RECEIVED.					
	M	T	W	T	F	S	M	T	W	T	F	S
4		1		1	2	1	14					

ALTERATION BOOK.

DATE.	Alter. No.	Sale No.	FOR	AT	Article.	Color.	PRICE.		Fitter.	Fitting Date.	Finish Date.
							Garment.	Alter.			
March 14	2793	306	Mrs. J. E. Smith,	327 West 75th Street.	Coat	Black.	$17.50	$4.00	604	Mar. 23	Mar. 25
March 14	2794	317	Miss R. Jones,	402 Lenox Avenue,	Suit.	Blue.	23.50	5.75	605	Mar. 16	Mar. 18
March 15	2795	367	Mrs. White,	43 West 35th Street.	Skirt.	Gray.	9.00	1.00	604	Mar. 16	Mar. 17

Continuation of above across page.

How Sent.	When Shipped.	COST.		1st RETURN.	2d RETURN.	REMARKS.
		Labor.	Findings.			
Del.	Mar. 25	$3.25	$0.50			
Del.	Mar. 18	5.00	.75			
Special.	Mar. 17 3 p. m.	.75	.10	Mar. 19.		See 2803

WORKER'S DAILY TIME TICKET.

Date *March 30, 1904.* **Worker's No.** *7125*

Name *I. Steinmetz*

Units.	Time.	Work Order No.
	7 00	
1	7 06	
2	7 12	
3	7 18	
4	7 24	
5	7 30	
6	7 36	
7	7 42	
8	7 48	
9	7 54	
10	8 00	
11	8 06	
12	8 12	
13	8 18	
14	8 24	
15	8 30	
16	8 36	
17	8 42	
18	8 48	
19	8 54	
20	9 00	
21	9 06	
22	9 12	
23	9 18	
24	9 24	
25	9 30	
26	9 36	
27	9 42	
28	9 48	2793
29	9 54	
30	10 00	
31	10 06	
32	10 12	
33	10 18	
34	10 24	
35	10 30	
36	10 36	
37	10 42	
38	10 48	
39	10 54	
40	11 00	
41	11 06	
42	11 12	
43	11 18	
44	11 24	
45	11 30	
46	11 36	
47	11 42	2794
48	11 48	
49	11 54	
50	12 00	

Overtime.

	Time.	Work Order No.
	12 06	
	12 12	
	12 18	
	12 24	
Lunch Hour.	12 30	
	12 36	
	12 42	
	12 48	
	12 54	
	1 00	
51	1 06	
52	1 12	
53	1 18	
54	1 24	
55	1 30	
56	1 36	
57	1 42	
58	1 48	
59	1 54	
60	2 00	
61	2 06	
62	2 12	
63	2 18	
64	2 24	
65	2 30	
66	2 36	
67	2 42	
68	2 48	
69	2 54	
70	3 00	
71	3 06	
72	3 12	
73	3 18	
74	3 24	
75	3 30	
76	3 36	
77	3 42	
78	3 48	
79	3 54	
80	4 00	
81	4 06	
82	4 12	
83	4 18	
84	4 24	
85	4 30	
86	4 36	
87	4 42	
88	4 48	
89	4 54	
90	5 00	
91	5 06	
92	5 12	
93	5 18	
94	5 24	
95	5 30	
96	5 36	
97	5 42	
98	5 48	
99	5 54	
100	6 00	

ALTERATION TAG.

Schedule No.....

L. L. Dept.

THIS TAG NOT TO BE DETACHED UNTIL GOODS ARE DELIVERED.

Fac. No.....

Date.....

Check No.....Paid.....Charges.....

Sales No.....C. O. D.....Advance.....

Article.....Transfer.....

Price.....Ladies Own.....

Worker's No.

Return alterations and L. O. and "No Charge" are to be Signed.....

Name.....

Address.....

.....

Promised.....

Alteration Charge { Material.....Total Alteration Charge } .....

Alteration Charge { Labor.....

Estimated Time.....Fitter.....

.....PERFORATION.....

Check No.....Sales No.....

Fac. No.....Date.....

	Time	Price	Cost	Worker No.
Tailor	.....	.....	.....	.....
Skirt Worker	.....	.....	.....	.....
Waist "	.....	.....	.....	.....
Operator	.....	.....	.....	.....
Presser	.....	.....	.....	.....

Total Time and Cost.....

Material Cost.....

Amo. Alteration Charge } .....Fitter.....

FITTER'S FULL INSTRUCTION ON BACK OF THIS TICKET.

Front of Tag.

to a style; put the number of the style in the second column and a number representing the manufacturer in the first column. The cost and selling prices (original) occupy the third and fourth columns. Then come three columns headed reductions 1, 2, 3. The intention here is to put in figures the actual reductions found necessary to move the stock. Thus the 743 which was purchased for $12.50 was originally priced at $20. The price was subsequently cut to $19.00; later to $17.50, and finally to $15.00. Referring back to the original entry of order we find that on March 4th fourteen garments were ordered, which were received on Monday, March 7th. Therefore, in the last space of six columns devoted to receipts we find under "M" (Monday) the figures 14. So far all entries have been in ink. Now for the sales. When one of the garments has been sold, say on Tuesday, the figure 1 is marked in pencil in the daily sales column under "T." Other sales are similarly entered under their respective days, and on the following Monday morning they are totaled up and the result put in the column of weekly sales—in this case under "2" because the goods arrived in the second week in the month.

Now the figures under "Daily Sales" are rubbed out, and in the column "On Hand" an entry is made of "9," this being the stock of 743 on hand at the beginning of the third week in the month. Now assume that this week's sales of this garment are also five and that sales were made 1 Tuesday, 1 Thursday, 2 Friday and 1 Saturday. This makes a total of sales since receipt of ten garments. Now change the 9 on hand to 4, and enter five sales for the third week.

PERFORATION

Charge for Material and Labor.

Back of Tag.

For example, no more of this number were sold in March. On April 1st enter under "Monthly Sales" 10 in the third column, and rub out all entries in "Weekly Sales" and "Daily Sales" columns.

Carry the account through April, reducing the quantity on hand weekly, until stock is exhausted.

In the event of reordering this number, do not start a new line, but enter the receipts in their proper space and change "On Hand" figures as needed.

The six columns headed "Monthly Sales" are intended to cover an entire season, beginning in January or July.

Sales.

The sales are further recorded by the various salespeople, each having a small book for the purpose, this only being used to compute each day's business. The totals are entered in order at the office, and twice each year the figures so obtained are carefully gone over. The actual work of each employee is thus ascertained, and her (or his) worth to the department determined. It is on this basis only that salaries are paid after an employee is once established. Advances are made to those whose sales on the basis of calculation established show that a greater salary has been earned, while the others are kept at their old pay if they have come anywhere near earning it. If, as sometimes happens, they have fallen behind materially, they are cautioned, and their work for the next few weeks is examined to determine whether or not they are coming up to their former standard. If they do, nothing more is said. If, on the other hand, they show no improvement, their stay in the department will be short. It is no part of the system to reduce pay, as that always results in unsatisfactory service on the part of the affected employee.

Alterations.

Many a season apparently good has shown surprisingly small results, which could not be explained until a great mass of figures had been examined. In many cases the trouble has finally been traced to the alteration department.

This department presents unusual opportunities for spending money with no apparent returns, if not conducted systematically. On the other hand, the work can easily be conducted profitably if properly managed. The first essential is, of course, the careful charging of all work done to some account, preferably to the customer. Here is the way this department is handled at Wanamaker's:

Work of the Fitter.

When the customer tries on the garment in the fitting-room, it is at once noted that alterations are, or are not, needed. In the event that some alteration is found necessary the saleswoman rings an electric bell to summon a fitter. She has no means of knowing which of the various fitters will respond.

The fitter who answers the call takes full charge of the transaction from the moment of her arrival. She studies the garment carefully and

occasionally avoids any work for the department by sending for a different-sized garment, which, when tried on, is found to fit.

When the needed alterations are decided upon their cost is estimated and the amount named to customer. If this is agreed to an appointment is made for a fitting and an appointment card is filled out and given to the customer. Then the fitter returns to the office and the necessary entry is made in the alteration book.

Alteration Book.

The illustration of this book shows its purpose clearly. All the items to "How Sent" being entered at the time work is started, being in the nature of instructions. The remaining columns are to be filled as a matter of record. The case of Mrs. White's skirt, which was returned for further alteration, may be covered under "Remarks" or a new job, say, "2803," action in such cases being based largely on the nature of the alterations.

The proper entry having been made in the alteration book, the garment is then sent to the workroom with the "L. L." tag. The upper part of this tag is filled out by the fitter, the lower part by forewoman of the workroom.

In the Workroom.

When the garment reaches the workroom it loses its identity as suit, skirt, etc., and becomes simply No. 2793, which must be ready at a specified time.

It is given to the worker when he has finished some preceding job. He notes the 2793, and marks it on his time-slip in the manner shown, and works steadily until he finishes his part of the work, then he returns the garment to forewoman, and receives another job, which he enters as shown. The elapsed time represents his labor on the job. It will be noticed that on the Daily Time Ticket there appears a column of "units," each the hundredth part of a working-day. The various rates of wage paid for labor are all carefully figured out for each unit so that a clerk can quickly tell the exact cost of each item of labor and fill it in the proper space on the tag attached to each job.

MAY 27 1904

EVERY NOW AND THEN

BOTH merchants and public grow weary of seeing nothing but goods in show windows and departments. ¶ Then's the time to give everybody a change. ¶ We've made a study of the people's tastes in that line. ¶ Consequently, we can furnish a number of mighty interesting exhibits which always attract attention and make sales. ¶ Prices quite moderate.

STORE ATTRACTION CO.

200 Greene Street, - New York

GARMENT BUYER AND MANUFACTURER

The Mirror of the Market

Devoted to All Branches of Distributing and Manufacturing Women's, Misses' and Children's Garments

MEMBER OF THE ROOT NEWSPAPER ASSOCIATION

Is issued each month.
Its columns are filled with

Live, Up-to-Date Fashion News Happenings in the Trade

AND

Announcements of the Leading Manufacturers

RENEW your subscriptions promptly and always feel assured that you are not only abreast of the market, but have fashion information ahead of the times.

16c. a Month Will Keep You Posted

LIBRARY OF CONGRESS
0 021 048 473 5

It Always Pays

To push popular-priced suits—
if the ads. are backed by
the goods.

You can't say too much in
praise of OUR

Dress and Trainless Suits

THEY ALWAYS LEAD THE
POPULAR-PRICED PROCESSION

SACHS & VOGEL

137 Fifth Avenue
New York